31

35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

NOVEMBER 27, 1961

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RADIO is happy companionship

Who else is so much fun to be with . . .
so personally entertaining . . .
so closely companionable?
Who else meets us, greets us, then stays with us whatever we do, wherever we go. Radio is this happy companionship. And, only Spot Radio broadcasts your sales message at the right time and place.

B	Albuquerque	WINZ	Miami	WRNL	Richmond
B	Atlanta	WISN	Milwaukee	KCRA	Sacramento
R	Buffalo	KSTP	Minneapolis-St. Paul	WOAI	San Antonio
N	Chicago	WTAR	Norfolk-Newport News	KFMB	San Diego
AA	Dallas-Ft. Worth	KFAB	Omaha	KMA	Shenandoah
AL	Duluth-Superior	WIP	Philadelphia	KREM	Spokane
RC	Houston	KPOJ	Portland	WGTO	Tampa-Lakeland-Orlando
AF	Kansas City	WJAR	Providence	KVOO	Tulsa
RK	Little Rock			KIRL	Wichita

Radio Division
Edward Petry & Co., Inc.
The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS
DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

WTREFFIGIES
Wheeling

A SERIES OF FRAMEABLE ADworld CLOSE-UPS!

CHAIRMAN OF THE BOARD

(TOP HEAVY)

#10 WTReffigy TV SERIES FROM WHEELING, WEST VIRGINIA • Scan Zoo Animals, Inc., Los Angeles, California

Important . . . WTRF-TV Wheeling Market . . . Dominant in Rich Booming Wheeling-Steubenville Industrial Ohio Valley . . . 2½ Million People spending 1¾ Billion Dollars Annually . . . 7500 Retail Outlets. Tops in Sales . . . Service . . . Results! Better Buy . . . WTRF-TV Wheeling!

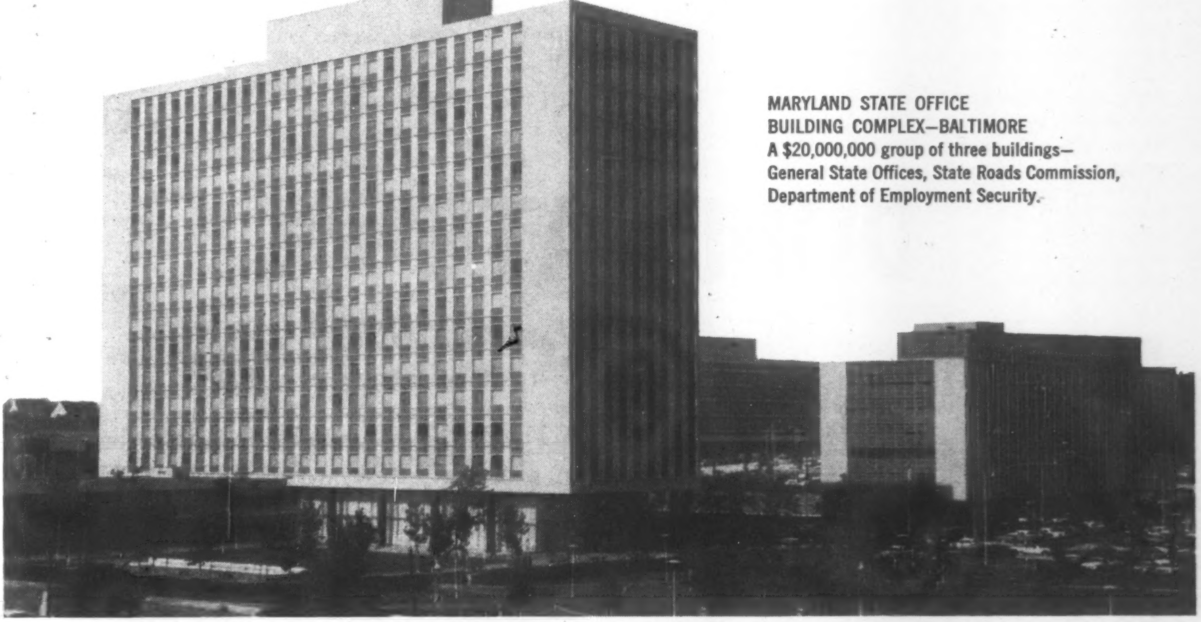
wtrf-tv

316,000 watts NBC **network color** CHANNEL 7

WHEELING 7, WEST VIRGINIA

Represented Nationally by George P. Hollingbery Company

As Baltimore grows . . . so grows WCBM!



MARYLAND STATE OFFICE
BUILDING COMPLEX—BALTIMORE
A $20,000,000 group of three buildings—
General State Offices, State Roads Commission,
Department of Employment Security.

WCBM programming-for-adults is *preferred* by Baltimore DECISION MAKERS!

The burgeoning activities of the State of Maryland required a centralization of important state offices in the city of Baltimore. Another example of the increasing importance of Baltimore—the nation's 9th fastest growing metropolitan area! Keeping pace with Baltimore's growth is vital to every advertiser with a stake in this vast market. WCBM adult-directed programming offers this opportunity . . . delivering the adults . . . the Decision Makers who make important buying decisions!

WCBM

A CBS RADIO AFFILIATE

10,000 Watts on 68 KC & 106.5 FM • Baltimore 13, Maryland

PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

DOMINATE

dom′ i • nate (dŏm′ĭ nāt), v.,
to tower above; overshadow.

That's the way Webster's describes in a mighty few words KRLD-TV's position in Dallas-Fort Worth. Towering above its competition in the number of homes reached and in the metro share of audience summary,* KRLD-TV overshadows — **dominates** — the Dallas-Fort Worth market.

The most potent TV voice in the South's richest market is yours when you buy Channel 4. Contact your Advertising Time Sales representative.

Reach the Dallas-Fort Worth Market EFFECTIVELY with Channel 4

* ARB for September, 1961

KRLD-TV

REPRESENTED NATIONALLY BY ADVERTISING TIME SALES — FORMERLY THE BRANHAM COMPANY

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Fort Worth

Clyde W. Rembert
President

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

WEAU-TV to Harron-Gray

Option to purchase ch. 13 WEAU-TV Eau Claire, Wisc., has been acquired by Paul F. Harron and Gordon Gray, owners of WKTV (TV)-WKAL Rome-Utica, N. Y. for $2.5 million has been reached with Morgan Murphy, publisher-station owner. Contract was being drawn last week, with application to be filed with FCC in near future. Transaction being handled by Blackburn & Co. Murphy organization has pending before FCC $3.25 million purchase of KXLY-AM-TV Spokane from Joseph Harris-Norman Alexander group. Other Murphy stations are WLUK-TV Green Bay; WISC-TV Madison (50%); WLUC-TV Marquette and KVOL Lafayette (50%).

Payola status

Scores of radio stations, whose license renewal applications had been held up because of payola, have been renewed in recent weeks. Renewals were granted to stations which were mentioned in Federal Trade Commission payola citations (against record firms) and against which FCC had no further incriminating information. In most instances, action was taken on staff level without formal investigation when it was felt licensee was not negligent and received no monies.

Still pending are about 75 renewal applications (including those of networks and other multiple owners, which are being held up in whole or part on payola questions. Some of these will require field investigations which have not been undertaken because of commission manpower, FCC spokesman said.

Network codes?

Raised eyebrows have greeted NAB announcement its code review staff is going to broaden operations to include network programs (see page 44). Do networks need code surveillance? Most observers feel networks' standards are as high or higher than radio and/or tv code of NAB. Other observers feel move is designed to take heat off networks, particularly charges on Capitol Hill that tv programs are surfeited with violence and sex.

FCC law recruitment

Top legal echelon of FCC is invading Ivy League for first time in effort to interest qualified law graduates in beginning their legal careers with agency. Initial trip will be made this week by Broadcast Bureau Chief Kenneth Cox and General Counsel Max Paglin who will make commission's pitch to law school seniors at Columbia, Harvard and Yale. FCC starts its professional newcomers at Grade 7 ($5,300 to $6,300).

Broadcast-minded hotel

Radio-tv facilities are important considerations in construction of New York's tallest (50 stories) hotel, Loew's Hotel Inc.'s Americana, scheduled to open in September 1962. Hotel's ballroom, larger than football field and equipped to seat 5,000 at dinner, will be fully equipped for network tv pickups. Monitors in 30 or more meeting rooms will enable overflow audiences to watch events taking place in ballroom. Minimum of 2,000 tv sets will be placed in guest rooms. Space also is allocated for any one of New York's radio stations to move its facilities there.

IATSE pact near

Tv networks are expected to reach agreement with local 1, International Alliance of Theatrical Stage Employes after nearly year of off-again, on-again negotiations. Provisions of contract, which expired last January, will be retroactive. What held up agreement was stumbling block that could reappear in future labor negotiations—union insistence on set manpower quotas in era of automation and rising costs. Approximately 1,500 stagehands and affiliated workers are IATSE members at three networks.

Catv live, let-live plan

Way was opened last week for practical test of "triple exposure" plan whereby single local tv station will work with new community antenna system. Santa Barbara (Calif.) City Council last Tuesday by unanimous vote authorized catv service with specific provision that ch. 3 KEYT (TV) be tied in for exposure over catv as means of safeguarding tv station. If plan works, it could be duplicated in other small markets.

Plan was proposed by Harry C. Butcher, former part owner of KEYT (TV) and former naval aide to General Eisenhower as ETO commander during World War II. Mr. Butcher will be one of applicants for catv with William F. Luton, principal owner of KEYT (TV), as minority stockholder. Plan would work this way: Catv switching panel would be placed in KEYT master control. When KEYT network program is picked up on cable, it will be transmitted on ch. 3 on sets hooked to catv, same channel on which it is broadcasting at same time. Same network program, microwaved from Los Angeles for Santa Barbara catv, would be transmitted on another cable channel. Local station then would have three exposures and complete coverage, benefiting ratings. Local station's spot adjacencies would be carried on cable, eliminating dead air. Same plan had been proposed earlier in year in Yuma-El Centro but hasn't started yet.

Broaden tv probe

House Small Business Committee's investigation of television apparently will not be limited to charges broadcasters discriminate against small advertiser in sale of prime time (see story, page 68). Subcommittee conducting probe is reportedly interested also in whether network preemption practices unfairly restrict ability of independent producer to sell programs to local stations for prime-time showing. Subcommittee is considering inviting FCC Chairman Newton N. Minow to testify at Dec. 6-7 hearing on development of uhf broadcasting. Originally, FCC staffers, but no commission members, had been listed among witnesses.

Image builder

Catv operators aren't missing any bets to cement relations with broadcasters. Latest idea, suggested by national association, is personal Christmas card to stations on each cable system. Association recommends seasons greetings, noting that system extends station coverage. Each greeting would tote up number of additional viewers reached by station via catv.

Program producers?

Seven Arts Productions Ltd., Toronto, which is active in tv distribution of post-'48 Warner Bros. pictures to stations through Seven Arts Assoc., New York, appears headed for tv program production area. Veteran tv producer Fred Coe is scheduled to join Seven Arts production in January to handle motion-picture assignments primarily, but reports are that Mr. Coe will explore possibility of developing tv program projects for 1962-63 season.

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because Miami is different from Milwaukee...

and because people are different in different markets . . . Storer programming is different! We put together a flexible format to fit the needs of each community . . . making it local in every respect. Result? WGBS Radio is #1* in Miami with "The sound of music and total information news." In Milwaukee, WITI-TV is #1† in prime time seven nights a week . . . Further evidence that Storer quality-controlled, *local* programming is liked, watched and listened to . . . Storer representatives have up-to-the-minute availabilities. ***Important Stations in Important Markets.***

**Nielsen—Miami/Fort Lauderdale Index July, August '61.*
†Nielsen, May, June '61—ARB, May, June '61.

LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	WHEELING WWVA	TOLEDO WSPD	DETROIT WJBK	STORER BROADCASTING COMPANY
MIAMI WGBS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV	

WEEK IN BRIEF

Mama, what's a first-run? Insatiable television has gobbled up feature films so fast the end is seen by 1967, and from then on it'll be seconds, thirds, fourths, etc. See . . .

FIRST-RUNS TO BE EXTINCT? . . . 27

An advertiser's golden dream — to use an overnight rating service like Arbitron to get the same results furnished by the slower Nielsen—is being studied. But will it stand the cold daylight test? See . . .

ARBITRON, NIELSEN ALIKE? . . . 30

There are more ways than one to skin a cat. The FCC is going to implement its plans to trim some marginals from the list of am stations by questioning sales involving shaky finances. See . . .

FCC BIRTH CONTROL ASSIST? . . . 52

Some program producers have been in such a hurry to carve out a piece of the television programming pie that they have overlooked some obvious opportunities; but not David Wolper. See . . .

SAGA OF A DOCUMENTARY LOVER . . . 76

Are Hollywood talent agencies violating antitrust laws? A federal grand jury begins questioning witnesses in Los Angeles and there are indications the probe may last three to four months. See . . .

GRAND JURY HEARING . . . 58

A six-way sprint is in prospect for ch. 13 at Grand Rapids as the FCC calls scratch time in the contest for the drop-in. The commission refuses to add a trafficking issue. See . . .

SIX VIE FOR CH. 13 . . . 62

People listen if you talk to "one guy at a time." At least they've listened to one livewire agency which isn't quite two years old, but which will have $16 million billing in 1962. See . . .

PAPERT, KOENIG, LOIS . . . 39

For the second time, the FCC employs its new Sunday punch, with a $10,000 fine against Storz stations' KOMA Oklahoma City for breaking restrictions of power, antenna rules. See . . .

FCC TO FINE KOMA $10,000 . . . 60

Fast footwork by Messrs. Collins and Martin at Jacksonville averts proposal for NAB to ask the FCC to study the crowded radio band and radio's economics. See . . .

FINALE AT JACKSONVILLE . . . 44

The television picture in Western Europe is definitely going to include uhf; with this question resolved, the outlook for set sales is due to improve. See . . .

EUROPEAN TV SET MARKET . . . 81

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses plus address label from front of magazine.

Absolutely nothing gets into so many Omaha-Lincoln homes as often as KMTV.

not even them.

SOURCE: NCS '61 OR 1960 ARB COVERAGE STUDY. SEE PETRY ABOUT KMTV 3 OMAHA.

Late news breaks on this page and on page 10
Complete coverage of week begins on page 27

AT DEADLINE

Return to tv seen for Shell Oil Co.

Television appeared certain over weekend to soon receive part of Shell Oil Co.'s consumer advertising budget, reported at $15 million-per-year level. But Shell officials were reticent about confirming reports that Shell has cut back its newspaper advertising for rest of year and will make its entry into tv at first of next year.

It's matter of record that Shell has talked with networks, but no tv program purchases have been made known. Shell also reportedly is considering spot tv plans. Any move into tv by oil company would be considered as victory for medium, which landed on short end when Ogilvy, Benson & Mather formed policy of using newspapers only through entire year of 1961. Shell has institutional money—through Kenyon & Eckhardt—allocated to network television, and this year ran three-week spot campaign (July 21 through Aug. 14) via Ogilvy. Latter drive employed IDs, 20-second chainbreaks and one-minute spots in 30 markets covering 12 states, mostly in Southeast.

WUHF-TV, ATAS plan weekly workshop shows

WUHF-TV, New York's newly-operating and only uhf station, is being used as vehicle for Academy of Television Arts & Sciences' drama workshop. WUHF is on ch. 31 and experimental. Workshop is weekly and is telecast live on Fridays, 10-11 p.m., first one starting on air last Friday (Nov. 24). It'll be used for acting exercises and scene studies with Tad Danielewski directing from the floor. Workshop members also will take part in question-and-answer session as part of telecast, regarded as first of kind on television.

NATRFD schedules pitch to advertisers

Windup session of annual convention of National Assn. of Television and Radio Farm Directors in Chicago today (Monday) will be sales promotion presentation for midwest agency and advertiser representatives. Post-luncheon panel topic at Conrad Hilton Hotel will be, "Why Use Farm Radio and Tv?," moderated by Bruce Davies, KFAB Omaha, Neb. Panel members will include Orion Samuelson, WGN Chicago; Henry Clay, KWKH Shreveport and KTHS Little Rock; Fred Rupp, Granite City Steel, Granite City, Ill.

NATRFD convention began Friday. Closed business meetings and other panel sessions on farm broadcast problems were scheduled over Saturday and Sunday.

Too happy for words?

Are those who like what they see on television too busy watching to write and tell FCC how well they like it?

Weekly *Tv Guide*, which carries features and tv schedules for viewers in regional editions over country, suspects this may be case, and in special editorial is urging its readers to write FCC Chairman Newton Minow if they don't —or if they do—like what's on tv. *Tv Guide* notes Mr. Minow is receiving "record amounts" of mail, mostly complaining about some aspect of tv. *Tv Guide* said it wonders if Mr. Minow is hearing from "fair cross section" of viewers or only from "articulate minority."

Even though FCC has no direct control over programming, *Tv Guide* said, Minow speeches have had "noticeable effect" on network and station thinking and his future statements may well be influenced by his mail. Editorial carried FCC chairman's mail address for convenience of viewers.

Teleglobe head sets British pay tv talks

Solomon Sagall, president of Teleglobe Pay-Tv System Inc., will explore establishment of British Teleglobe affiliate during visit in London this week. Teleglobe, one of four American pay-tv systems which have submitted applications to FCC, has been granted certain patents on its system in Great Britain. During his visit, Mr. Sagall will submit Teleglobe system to test of Pilkington committee's requirements for British pay tv.

Emerson buys block of stock in Granco

Emerson Radio & Phonograph Corp. has exercised part of its option to purchase 540,000 shares of stock in Granco Products Inc., manufacturer of fm radio receivers and fm car radio converters. Emerson last week purchased 150,000.

Three Emerson officials were appointed to Granco's board of directors: Dorman D. Israel, Morton E. Ornitz and Morton P. Rome.

In August 1960, Emerson received five-year option to purchase controlling stock interest in Granco, and at same time, Emerson took over all marketing functions of Granco products.

Full appeals court to hear WNTA-TV case

Full nine-member U.S. Court of Appeals for District of Columbia has agreed to rehear argument on stay motion filed by State of New Jersey against FCC action last month approving $6.2 million sale of WNTA-TV New York to educational group in that city.

Full court said Friday it will rehear argument today (Monday). This is same date on which sales contract runs out, leading to presumption court may rule immediately from bench.

Three-judge court earlier this month issued stay against sale of ch. 13 facility on ground FCC action approved move of station from Newark, N.J., to New York. FCC two weeks ago asked court to reconsider or rehear argument *en banc* (BROADCASTING, Nov. 20). New Jersey opposed this move (see page 64).

Although general impression is that NTA-Educational Tv for Metropolitan Area contract terminates Nov 27, there is clause, it was pointed out, which requires five days notice before cancellation. This would thus bring final termination date to Dec. 2, so deal still could be consummated if court rules promptly.

Fertig, L&N merger adds liquor account

Lawrence Fertig & Co., New York, which has been agency for substantial portion of National Distillers Products Co. billing since 1933, will merge with Lennen & Newell next Jan. 1. Account bills about $8 million and represents virtually all Fertig's business.

Philip Lukin, Fertig president, will become general manager of L&N's wine and spirits division. Lawrence Fertig, board chairman, will be named consultant to division.

Account includes various brands of bourbon and rye whiskies, and wines, cognac and champagne.

more AT DEADLINE page 10

Gulf to drop 'McGee,' increase 'instant news'

NBC-TV Friday (Nov. 24) confirmed reports that Gulf Oil-sponsored *Frank McGee's Here and Now* will be mid-season casualty. Gulf, instead, is considering 60% budget increase for "instant news" sponsorship.

Network's first prime-time program cancellation of new season will cause some time switches for other shows. It's believed Mutual of Omaha's *Chet Huntley Reporting* (Sun. 5:30-6 p.m.) will move into Mr. McGee's Friday, 10:30-11 p.m. slot when *Here and Now* ends next Jan. 26, and *Update,* noontime Saturday news program for teenagers, is likely to get Mr. Huntley's Sunday half-hour.

Gulf, meanwhile, was in negotiations with NBC last Friday on proposed 60% budget boost for "instant news specials" in 1962-63. Network was confident Gulf would approve shortly. Gulf allocated $1.2 million for news specials in 1961, but has spent nearly double that amount. New budget is expected to approximate $3 million.

Lockman quits MW&S for Rubinstein post

Richard Lockman, senior vice president, general manager and director of Mogul, Williams & Saylor Inc., New York, today (Nov. 27) announced his resignation from agency, effective at end of year.

Mr. Lockman said he will start new position in January 1962 as director of advertising, Helena Rubinstein Inc., supervising $5-million-plus ad program.

Mr. Lockman joined Mogul agency in April 1955 as vice president and director of newly-formed drugs-cosmetics-toiletries division. He shortly became account supervisor for number of Revlon cosmetics. He is currently account supervisor on Esquire Shoe Polishes Division of Revlon which is handled by MW&S. He was formerly in charge of advertising at Bourjois Inc. and at Mennen Co.

'Runaway' film hearing witnesses announced

Top union and Motion Picture Assn. officials will testify Friday (Dec. 1) at Labor Subcommittee hearing on "runaway" television and movie film productions.

Representing workers will be H. O'-Neil Shanks, executive secretary of Hollywood Film Council and secretary of Screen Extras Guild; John Dales, national executive secretary of Screen Actors Guild; and Herman Kenin, president of American Federation of Musicians.

G. Griffith Johnson, vice president of Motion Picture Assn. of America, and Charles Beren, west coast vice president of MPAA, will represent film makers.

Hearings have long been urged by union officials who contend American tv and film workers are being denied employment opportunities by domestic companies which go abroad to make films (BROADCASTING, Nov. 6).

Undercover coverage

On-scene report on operations of illegal gambling house in Boston will be presented by *CBS Reports,* (Thur., Nov. 30, 10-11 p.m. EST). Called "Biography of a Bookie Joint," program is produced and written by Jay McMullen.

Program will not be shown in Boston, Hartford and Providence because of legal proceedings in that area.

Gambling establishment was observed by *CBS Reports* cameras and staff who filmed activities from upstairs window of apartment across street.

Interior view also was filmed by Mr. McMullen who entered bookie joint on pretension of placing bet.

Lestoil buys NBC-TV shows

Lestoil Products Inc., Holyoke, Mass., in what is reported to be its first use of network tv, has purchased sponsorship in two NBC-TV programs—*Dr. Kildare* Thur., 8:30-9:30 p.m. EST) and *Laramie* (Tue., 7:30-8:30 p.m. EST). Order is effective in February 1962. Agency: Sackel-Jackson Co., Boston.

Nafi Corp. reports consolidated net up

Nafi Corp., whose interests include stations on west coast and in Texas, reported consolidated net earnings for first nine months of 1961 totaled $1,926,705, equivalent to $1.58 per common share, as compared to $1,329,302 or $1.08 per share during same period of 1960.

Revenues were put at $50,172,290 as against $40,729,635 for first nine months of last year.

For third quarter, net earnings were reported at $291,648 as compared to net loss of $243,445 for 1960 third quarter. Revenues for this period were $12,255,457 this year, $12,920,513 last.

Nafi Corp. owns KCOP (TV) Los Angeles, KPTV (TV) Portland, Ore., KFJZ-TV Fort Worth and KFYZ Houston.

Mack may seek office from another district

Rep. Peter F. Mack Jr. (D-Ill.), third ranking Democrat on House Commerce Committee, which has jurisdiction over FCC, may run for re-election next year from district other than one in which he lives.

Post-census reapportionment of Illinois has left him in district predominantly Republican. County leaders, therefore, are urging him to run in neighboring district, permissible under Illinois law.

But constituency he is eyeing is already represented by Democrat—Rep. George E. Shipley. Rep. Mack, annoyed at state Democratic leaders who agreed to redistricting plan that put him in bind, said he will not announce decision on where he will run before Dec. 15.

KCBS newsman's find may be Earhart remains

KCBS San Francisco newsman Fred Goerner discovered remains of two bodies in Saipan which it is believed might be those of famous aviatrix Amelia Earhart and her navigator, Fred Noonan, it was reported Friday (Nov. 24). Remains were scheduled to arrive in San Francisco last Friday for examination by Prof. Theodore McCowan of U. of California.

Bodies were discovered by Mr. Goerner last September but return to U. S. had been held up for clearance by authorities. Miss Earhart disappeared in Pacific in 1937 while attempting around-the-world flight. Her fate has never been officially determined.

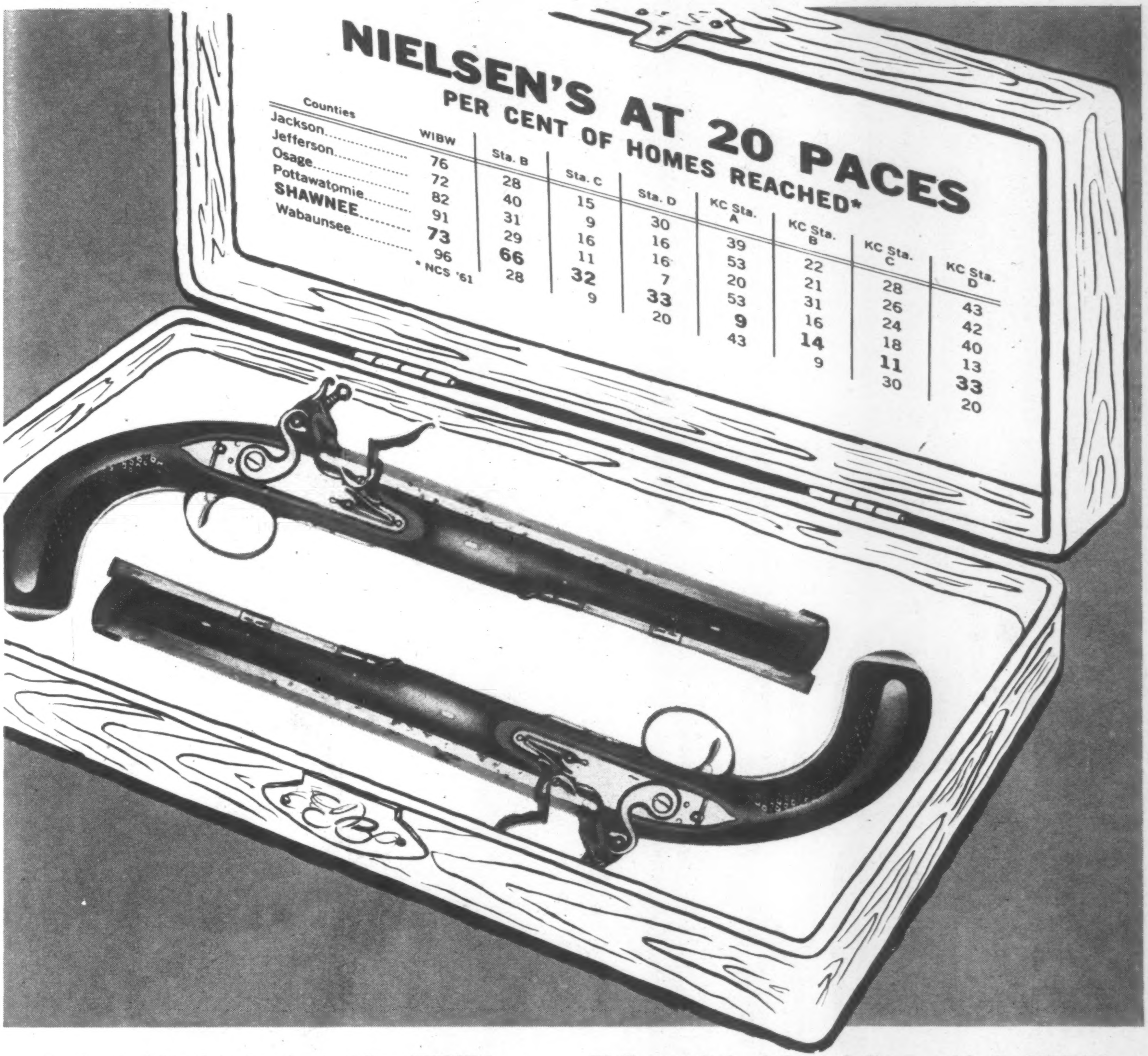
Agency contributions favored GOP—AFL-CIO

Officials of top advertising agencies heavily favored Republican party in political contributions they made to candidates during 1960 campaigns, AFL-CIO's political arm reported Friday.

Union's Committee on Political Education (OPE) reported that officials of 37 leading agencies gave $17,600 to Republican candidates and $3,000 to Democrats.

KUSN principals buy KJAY for $150,000

Application for sale of KJAY Topeka, Kan., from Dale S. Helmers to Midland Broadcasters Inc. for $150,000 has been filed for FCC approval. Buyer owns KUSN St. Joseph, Mo.; Midland President Frederick P. Reynolds, owns 60% of KUSN; Warren F. Rhyner, vice president, owns 40%. KJAY is on 1440 kc with 5 kw daytime, 1 kw night.



NIELSEN'S AT 20 PACES

PER CENT OF HOMES REACHED*

Counties	WIBW	Sta. B	Sta. C	Sta. D	KC Sta. A	KC Sta. B	KC Sta. C	KC Sta. D
Jackson	76	28	15	30	39	22	28	43
Jefferson	72	40	9	16	53	21	26	42
Osage	82	31	16	16	20	31	24	40
Pottawatomie	91	29	11	7	53	16	18	13
SHAWNEE	**73**	**66**	**32**	**33**	**9**	**14**	**11**	**33**
Wabaunsee	96	28	9	20	43	9	30	20

* NCS '61

In the duel for the advertiser's dollar, WIBW is constantly challenged on two counts:

1. **Locally:** That we have a large coverage area, but we do not have concentrated penetration in the Topeka industrial trade area.
2. **Nationally:** That you can cover Topeka out of Kansas City.

We'll meet both of those challenges with the NCS '61 report. Take a look.

1. **Locally:** In the six counties covered by other Topeka stations, WIBW reaches from 10 to 80 per cent more homes than the competition.
2. **Nationally:** WIBW reaches a minimum of 20 per cent more homes in this area than any Kansas City Station.

WIBW is far and away the leader, even on the competition's own terms. Add to this, WIBW's coverage of 63 more counties that our competitors don't touch, and you have the reason why WIBW is the best buy in the rich Kansas Market.

NATIONAL ASSOCIATION OF BROADCASTERS
A GOOD PRACTICES STATION

WIBW

5,000 Watts at 580
CBS RADIO NETWORK
TOPEKA, KANSAS

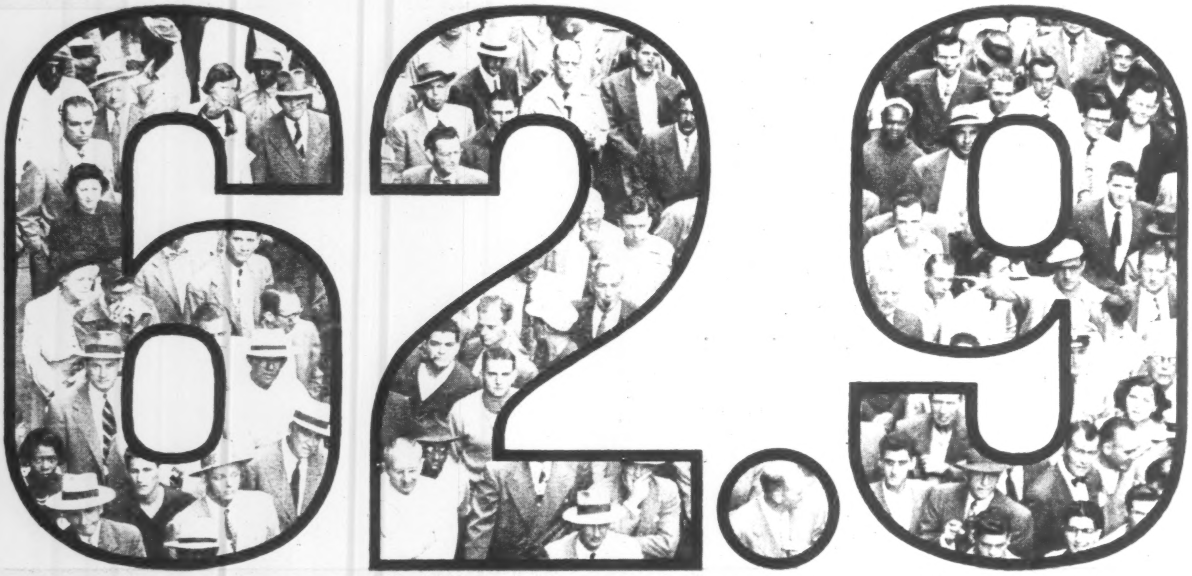
Division of Stauffer-Capper Publications
KSEK KGFF KSOK

Represented Nationally by
AVERY-KNODEL

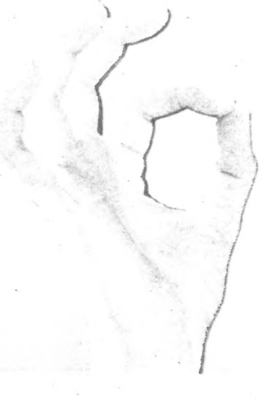
Saturating And Delivering Kansas

only on WCCO Radio
one of the great stations of the nation...

for top share of market



Source: Nielsen Station Index, July-Aug., 1961/6:00 AM-Midnight, 7-day week.

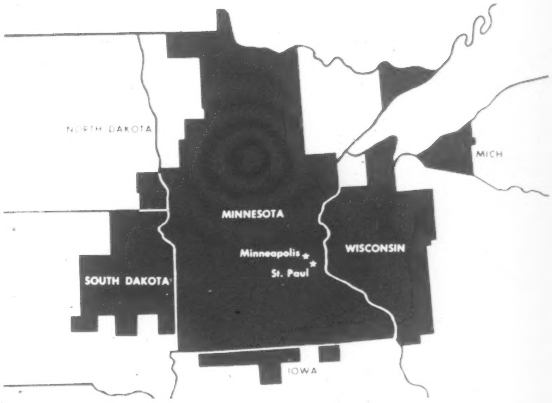


Whatever share of market goal you have set for your product, WCCO Radio helps you achieve it by delivering:

- **Biggest Audience** . . . Far more listeners than all other Minneapolis-St. Paul stations combined! Now, 62.9% share of audience.
- **Lowest Cost** . . . Easily the lowest cost-per-thousand in its market; less than one-fourth the average of all other Twin Cities stations!
- **The Big Market** . . . 1,142,900 homes in a giant 124-county area, according to new NCS '61 data!

WCCO Radio, one of the great stations of the nation, provides a setting of top acceptance for your sales story. It's the powerful way for you to get the top share of your market.

%



share of audience

RADIO Minneapolis • St. Paul

NORTHWEST'S ONLY 50,000-WATT 1-A CLEAR CHANNEL STATION

Represented by **CBS** *RADIO SPOT SALES*

THE
CHARLESTON-HUNTINGTON
MARKET IS

27TH*

NATIONALLY

WSAZ
TELEVISION
IS THE

20TH*

NBC STATION

. . . in the country in homes delivered, through the week, around the clock. And in both Nielsen and ARB ratings, WSAZ Television is Number 1 in the 72-county, 4-state Charleston - Huntington market. This is the "American Ruhr" region of the great Ohio Valley, where over two million people in a half-million TV homes spend $4 *billion* dollars a year! And WSAZ - TELEVISION is the *only TV station* that covers these homes. See your Katz Agency man and find out why this newest Goodwill Station definitely belongs on your must-buy list.

**ARB March, 1961, Survey*

WSAZ TELEVISION
CHANNEL 3 CHARLESTON-HUNTINGTON
DIVISION: THE GOODWILL STATIONS, INC.
Represented by The Katz Agency

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

NOVEMBER

Nov. 27-Dec. 5—Hearing by House Subcommittee on Effects of Imports and Exports on American employment. (Dec. 1 has tentatively been set as the day to be devoted to consideration of runaway production by producers of U. S. theatrical and tv films. Other days will be given over to foreign competition problems as they affect other industries.)

Nov. 28—**Radio & Television Executives Society,** Time Buying and Selling Seminar, sixth session. "Buying the Schedule." Instructors: Ann Janowicz, Ogilvy, Benson & Mather; Ruth Jones, J. Walter Thompson. CBS Radio Studios, 49 E. 52nd St., New York City. 5:30-7 p.m.

Nov. 30—**Academy of Telvision Arts & Sciences,** New York chapter, fourth annual "close-up" of tv personalities (David Brinkley and Chet Huntley), Astor Hotel, New York City.

DECEMBER

Dec. 1—Joint radio seminar between **Southern California Broadcasters Assn.** and **U. of Southern Calif.** Seminar proposes to explore Greater Los Angeles community needs as they are related to radio broadcasting. Hancock Auditorium, USC campus, Los Angeles.

Dec. 1—Deadline for entries in **International Broadcasting Awards** contest. Submit to Hollywood Advertising Club, 6362 Hollywood Blvd.

Dec. 1—Argument before U. S. Court of Appeals for the District of Columbia on Connecticut theatre owners appeal from FCC decision authorizing pay tv operation in Hartford, Conn. Rescheduled from Nov. 9.

Dec. 1—**Arizona Broadcasters Assn.,** annual meeting. Superstition Ho Hotel, Apache Junction, Ariz.

*Dec. 4—Oral arguments before the **FCC** *en banc* on network option time proposals. (rescheduled from Nov. 17).

Dec. 4—Deadline for comments on **FCC** proposal to deintermix Springfield, Ill., by shifting ch. 2 to St. Louis. Original grant of ch. 2 to KTVI (TV) was remanded by court for exploration of *ex parte* activities.

*Dec. 4—Deadline for comments on **FCC's** proposal to add additional vhf channel at below minimum mileage spacing to following cities: Baton Rouge, La. (Doc. 14233); Birmingham, Ala. (Doc. 14236); Charlotte, N. C. (Doc. 14238); Dayton, Ohio (Doc. 14234); Jacksonville, Fla. (Doc. 14235); Johnstown, Pa. (Doc. 14232); Knoxville, Tenn. (Doc. 14237); Oklahoma City, Okla. (Doc. 14231).

*Dec. 4-5—Second annual legal seminar, **National Community Television Assn.** Edgewater Beach Hotel, Chicago.

Dec. 5—**Radio & Television Executives Society,** Time Buying and Selling Seminar, seventh session. "Getting Your Media Money's Worth." Instructor: Robert Liddel. Compton Adv. CBS Radio Studios, 49 E. 52nd St., New York City. 5:30-7 p.m.

Dec. 6-7—House Small Business Committee hearing on opportunities to small advertisers to buy prime time on radio and television.

Dec. 6-8—**NBC Radio & Tv Affiliates,** annual convention. 35th anniversary observance. Beverly Hilton Hotel, Beverly Hills, Calif.

Dec. 7—**Art Directors Club of New York,** luncheon. 1961 gold medal of achievement will be presented to Frederic R. Gamble, retiring president of American Assn. of Advertising Agencies. Hotel Delmonico, New York City.

Dec. 7—Colorado Broadcasters Assn. special winter meeting, beginning at 1:30 p.m. with business meeting and free discussion. Dinner speaker to be FCC Commissioner Hyde. Continental-Denver Hotel, Denver.

Dec. 11—Reply comments due on **FCC** rulemaking to make major changes in fm broadcast rules. (Rescheduled from Oct. 5).

Dec. 12—**Radio & Television Executives Society,** Time Buying and Selling Seminar, eighth session. "Working Together for Better Advertising." Instructors: Herbert Maneloveg, BBDO; Morris Kellner, The Katz Agency. CBS Radio Studios, 49 E. 52nd St., New York City. 5:30-7 p.m.

Dec. 27-29—**American Marketing Assn.,** annual winter conference. Theme is "The Social Responsibilities of Marketing." Biltmore Hotel, New York.

JANUARY 1962

Jan. 1—Reply comments due on **FCC** proposal to expand use of uhf band and to deintermix eight markets by deleting single vhf stations.

Jan. 6-14—**International Television Festival** at Monte Carlo, sponsored by the government of Monaco.

Jan. 9—Final phase of **FCC** hearing on network tv programming practices and policies. Spokesmen for the three tv networks will testify. Washington, D. C.

Jan. 17—Awards presentation of the **International Television Festival** at Monte Carlo. Gold Nymph awards will be presented for outstanding tv programs. The Opera House, Monte Carlo, Monaco.

Jan. 19-21—**Advertising Assn. of the West,** annual conference. Hotel Californian, Fresno.

*Jan. 21—**Iowa AP Radio & TV Assoc.** meeting. Des Moines.

Jan. 23-25—**Georgia Radio-Tv Institute,** under auspices of GAB and U. of Georgia, 17th annual program. Featured speakers include: Pierre Salinger, Clair McCollough, Sol Taishoff, and Ann Corrick.

FEBRUARY 1962

Feb. 1—Deadline for entries for the **American Tv Commercials Festival.** Contact Wallace A. Ross, director; 40 East 49th St., New York 17.

Feb. 4-13—**Advertising Recognition Week.**

Feb. 5—Deadline for comments on **FCC's** proposals to expand use of uhf band, including dual vhf-uhf operation, reserved pools of uhf channels for existing operating vhf stations, abolition of uhf allocation, relaxation of technical rules for uhf stations, uhf grants without a hearing, etc. (Doc. 14229). (Rescheduled from Dec. 4.)

Feb. 5—Deadline for comments on **FCC's** proposals to delete single vhf and substitute uhf channel to make community all-uhf in following cities: Binghamton, N. Y. (Doc. 14243); Champaign-Urbana, Ill. (Doc. 14244); Columbia, S. C. (Doc. 14245); Erie, Pa. (Doc. 14242); Hartford, Conn. (Doc. 14241); Madison, Wisc. (Doc. 14239); Montgomery, Ala. (Doc. 14246); Rockford, Ill. (Doc. 14240).

Feb. 7—**Advertising Federation of America,** mid-winter legislative conference. Participants include FCC Chairman Newton N. Minow, FTC Chairman Paul Rand Dixon and Secretary of Commerce Luther C. Hodges. Statler-Hilton Hotel, Washington, D. C.

AMERICAN TELEPHONE & TELEGRAPH CO.
BELL SYSTEM
AND ASSOCIATED COMPANIES

What is the Bell System?

The Bell System is cables and radio relay and laboratories and manufacturing plants and local operating companies and millions of telephones in every part of the country.

The Bell System is people . . . hundreds of thousands of employees and more than two million men and women who have invested their savings in the business.

It is more than that. **The Bell System is an idea.**

It is an idea that starts with the policy of providing you with the best possible communications services at the lowest possible price.

But desire is not enough. Bright dreams and high hopes need to be brought to earth and made to work.

You could have all the equipment and still not have the service you know today.

You could have all the separate parts of the Bell System and not have the benefits of all those parts fitted together in a nationwide whole.

It's the time-proved combination of research, manufacturing and operations in one organization—with close teamwork between all three—that results in good service, low cost, and constant improvements in the scope and usefulness of your telephone.

No matter whether it is one of the many tasks of everyday operation—or the special skills needed to invent the Transistor or develop communication by satellites—the Bell System has the will and the way to get it done.

And a spirit of courtesy and service that has come to be a most important part of the Bell System idea.

BELL TELEPHONE SYSTEM

American Telephone & Telegraph Company • Bell Telephone Laboratories • Western Electric Company • New England Telephone & Telegraph Company • Southern New England Telephone Company • New York Telephone Company • New Jersey Bell Telephone Company • The Bell Telephone Company of Pennsylvania • Diamond State Telephone Company • The Chesapeake & Potomac Telephone Companies • Southern Bell Telephone & Telegraph Company • The Ohio Bell Telephone Company • Cincinnati & Suburban Bell Telephone Company • Michigan Bell Telephone Company • Indiana Bell Telephone Company • Wisconsin Telephone Company • Illinois Bell Telephone Company • Northwestern Bell Telephone Company • Southwestern Bell Telephone Company • The Mountain States Telephone & Telegraph Company • The Pacific Telephone & Telegraph Company • Bell Telephone Company of Nevada • Pacific Northwest Bell Telephone Company

NEW KIND OF

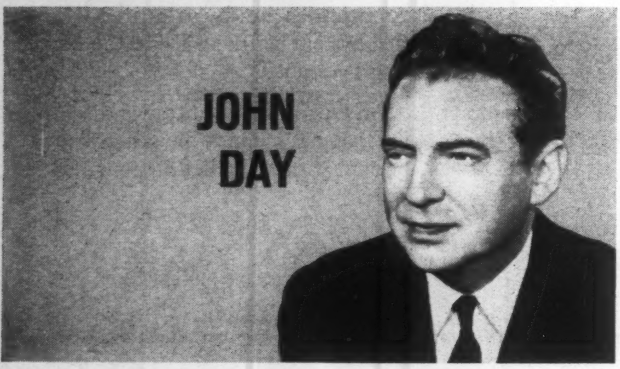
BACKED BY THE TOTAL NEWSGATHERING FACILITIES OF TIME–LIFE–FORTUNE–SPORTS ILLUSTRATED

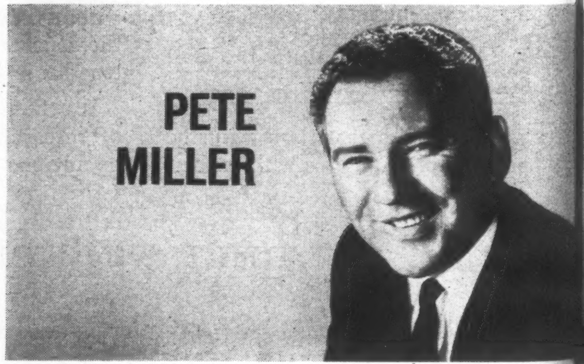
Now your station can have exclusive rights to a news service backed by the reporting of men and women in 14 full-time news bureaus overseas and 15 in the United States and Canada, as well as 300 special correspondents.

It also draws upon the editorial research material of TIME Inc. and the writings of the New York-based editors of all four great publications.

A special group of expert editor-broadcasters

RON
COCHRAN



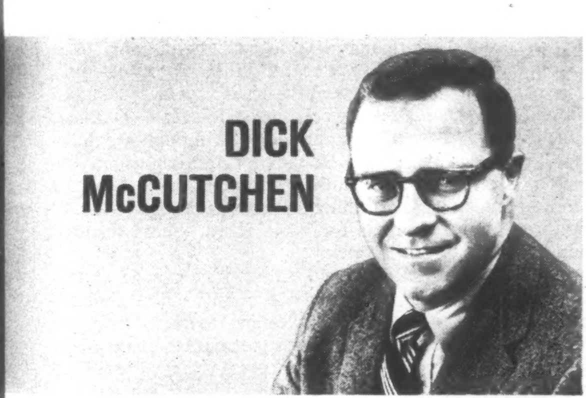


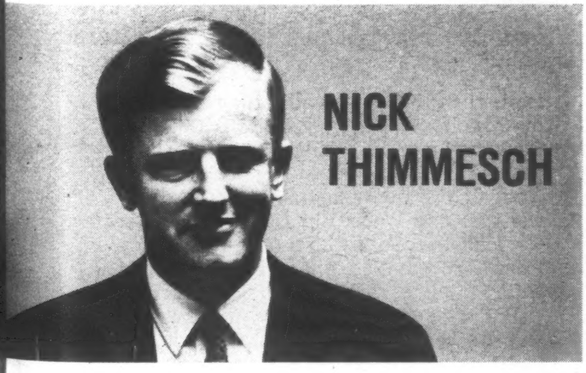
are fashioning this wealth of news and feature material into broadcasts under the direction of Sig Mickelson.

RADIO NEWS!

BEGINNING JANUARY 1, 1962

. . . TIME-LIFE Broadcast News Service will furnish subscribing stations six five-minute news feature programs per day, five days a week, plus a library of 100 one-minute background newsbriefs.





The five-minute programs will be called–

TOPIC A

–subtitled "At Large," "Business," "Hollywood," "Europe," "Sport," and "Washington."

The newsbrief library will be called–

CAPSULE

For complete information on the

TIME-LIFE BROADCAST NEWS SERVICE

(including subscription rates in your market) address Ole Morby, Time-Life Broadcast, Time & Life Bldg., Rockefeller Center, New York. Phone LL 6-3355.

MONDAY MEMO

from HERBERT SUMMERS HALL, Powell, Schoenbrod & Hall Adv., Chicago

Flexibility, immediacy are musts for agency as well as radio-tv

When a client moves into new markets virtually overnight and expects personalized and localized commercials to be on the air literally within hours, his agency must develop a jet-age system of handling such a campaign. It must be as flexible and immediate as the broadcast media it's using.

A case in point is our radio-tv work for the King Korn Stamp Co. This Chicago trading stamp firm is rapidly expanding the ranks of the supermarket chains it services—and its use of radio-tv, too. King Korn doesn't just provide stamps. It brings in a high-powered "library" of promotions on a continuing basis to perform stamp programming's major function: to build in-store traffic.

Media Must Fit ▪ It goes without saying that the radio and tv commercials must be woven into the promotion fabric and be done with a local sound because King Korn's plan is based on the principle that each supermarket chain has a particular problem or goal. Both the promotions and the advertising implementing them must be individually tailored to the local situation. As a result we have geared our commercial production so that local stations can be on the air with personalized scripts and transcriptions within 48 hours of the time King Korn signs a new account.

A good example might be New York City and suburbs and the Bohack chain of supermarkets. King Korn signed this major chain in June. Just before the radio-tv and newspaper advertising broke on a Monday morning in mid-month, 2,000 Bohack employes assembled on their day off, Sunday, for indoctrination in trading stamps. The agency arranged for each station participating to be represented by its top personalities. This was to let employes know about the promotion "push" behind them and to let the stations get the feel of the stamp operation.

Then, beginning with store opening hours on kickoff day, saturation radio schedules were instituted on WABC, WMGM, WINS, WOR and WNBC, all New York. These schedules are still running. Saturation schedules on television via WNBC-TV, WOR-TV and WNEW-TV there also are being used.

Down to Basics ▪ The commercials are clearly Bohack in phraseology. There is nothing generic about the copy approach. It deals in specifics: a top prize of one million King Korn stamps in a drawing offering a total of 10 million stamps; a full-length autumn haze mink coat insured for $4,000, plus additional prizes of ten mink stoles, each insured for $1,000; and 50 glamorous weekends at the Waldorf.

Since the Bohack account is King Korn's first penetration in the vastly important New York market, this splash is more than justified. Our commercials make it clear that this is the first time such giant giveaways as these have happened in New York supermarketing. We don't kid them. It is.

These commercials hit home day after day and they build store traffic and sales. The president of Bohack recently reported to his stockholders that sales had increased 35% since June 12. He attributed much of this growth to the impetus given by the King Korn stamp program. We all feel radio-tv had a major role in this impetus.

King Korn commercials move when the stamp company or its accounts move. Perhaps "leap" would be a better word. Bohack recently opened its first market in Manhattan after being an outstanding supermarket symbol elsewhere in the five boroughs and adjoining counties.

Flexibility ▪ King Korn, its agency and its localized commercials were right there within hours as an integral part of the overall market opening program. Through saturation radio commercial schedules, the lure of a Falcon station wagon loaded to the gunwales with Bohack choice groceries, was held out to shoppers on the fashionable East Side where the new store is situated.

In response to the radio commercials, shoppers were waiting four abreast for almost a block to get in when the doors opened. This is blasé New York!

One of King Korn's promotions which is strictly radio-based is its "Radio Karnival." This has been run with outstanding results in smaller cities around the country. It remained for WMGM New York to prove—with resounding success—that the promotional device works equally well in a high-density population center. The Karnival is based on the identification of "mystery" words heard by listeners who keep tuned to the station. They are rewarded with gifts of free trading stamps identical to those they receive with regular purchases at Bohack supermarkets and area non-food merchants.

Originality Pays Off ▪ The agency also encourages stations to create their own promotions and contests to tie in with King Korn stamps. WABC New York did this successfully last summer with "Sam Dune." He was a roving station personality who visited New York area beaches. When he found sunbathers listening to WABC on their portable radios, he gave them free gifts of King Korn stamps.

The effect of radio commercials on the success of a supermarket promotion is illustrated by the case of the "Lucky Quarters" offer. This is a perennial in the King Korn promotional library and was implemented for Bohack. The promotion offered a cake server in return for presentation at any Bohack market of a "lucky" 25-cent piece, one minted in any of certain specified years. The campaign was so successful that it had to be pulled off the air after only three days although it was slated to run for 2½ weeks.

Still Expanding ▪ Although we have cited the Bohack promotion as an example, similar schedules have been or are running on radio and tv in 49 markets for King Korn clients through our agency.

Better make that 50, because at this writing, King Korn, in its first penetration of the western market, has just signed a major supermarket chain operating in the state of Utah. Flexibility and immediacy pay off for the agency, too; we've proved it.

Herbert S. Hall is vp and radio-tv director of Powell, Schoenbrod & Hall, Chicago. Besides King Korn, other radio-tv accounts include Munsingwear, Norelco, Harvey Bros. (men's wear chain), F & S Construction Co. and Wood Hill Construction Co. Mr. Hall headed his own Chicago agency from 1948 to 1956 when it was merged with Powell & Schoenbrod. He received a B.S. degree in commerce from Northwestern U. in 1936 and was active in advertising before starting his own agency.

HY IS THE BIG SOUND THE MOST WIDELY USED PROGRAM SERVICE IN THE WORLD

Because its subscribers get more. More specially created, meticulously produced material, more selling aids than any other service.

More exclusive musical station themes. More musical commercial themes: A brand new service for your station's advertisers only from **THE BIG SOUND.**

Punctuators that sting and snap. Comedy vignettes. New, all new, sound effects. Tailored program intros. Customized station i.d.'s.

Commercial programs that pay for the entire package on one sale. Customized for your own advertisers.

Specially produced public service messages spoken by 1,000 top recording movie-TV stars.

The new, exclusive **SOUNDSMANSHIP MERCHANDISING PLAN,** to provide you with prize and promotion items at enormous savings.

THE BIG SOUND is recorded and shipped fresh every month.

AND THEN THERE'S J:OE.
J:OE — another new **BIG SOUND** exclusive. **J:OE is Jingles: Open End.** Commercial jingles for every type of sponsor. Repeat: tailored for every kind of advertiser.

These are only some of the reasons why **THE BIG SOUND,** with 8,886 individual program and production aids, is the most widely used service of its kind in the world. Find out for yourself why there's only one

THE BIG SOUND

Send for your demo tape today or call your Ullman-Man.

RICHARD H ULLMAN, INC.

rvin A. Kempner, Executive Vice President 1271 Avenue of the Americas, New York 20, New York PLaza 7-219

RIBUTORS OF FORMATIC RADIO, CRC JINGLES, TARGET JINGLES, IMN JINGLES, EV WREN PRODUCTIONS, SPOTMASTER TAPE CARTRIDGE EQUIPMEN

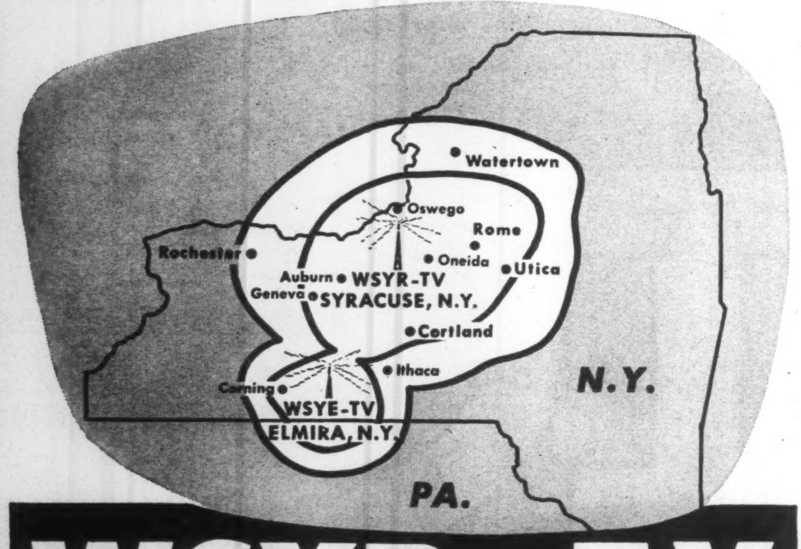
A Division of THE PETER FRANK ORGANIZATION, INC. Hollywood/New York

OVERWHELMINGLY
THE LEADER* IN THE SYRACUSE MARKET!

WSYR-TV

DELIVERS 42%* MORE HOMES THAN ITS COMPETITOR!

*ARB MARKET REPORT
MARCH, 1961



WSYR•TV

NBC
Affiliate

Channel 3 • SYRACUSE, N. Y. • 100 KW
Plus WSYE-TV channel 18 ELMIRA, N. Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

OPEN MIKE®

Slightly terrific

EDITOR: Add my voice to the bravos for the BROADCASTING Yearbook. It is slightly teriffic.—*Claude Barrere, executive director, Radio & Television Executives Society, New York.*

25-year start

EDITOR: I noticed Gov. Collins, at the fall NAB conference in Pittsburgh, made the remark: "It is just a matter of time until television cameras and radio microphones will be used for live proceedings of city councils and even in Congress."

We here at WKZO have given extensive coverage to our Kalamazoo City Commission meetings for the past 25 years . . . each week . . . live and unedited. . . For over 10 years, our sister station in Grand Rapids, WJEF, has carried city council meetings there live or on tape. . . .—*Tony Gaston, station & sales manager, WKZO Kalamazoo, Mich.*

Wandering decimal

EDITOR: I would like to thank you for publicizing the newly formed Fm Broadcasting System (THE MEDIA, Nov. 13), but would like to point out a typographical error concerning the one-time-one-minute rate. The cost to the advertiser for one minute on the entire network of 35 fm stations in 26 markets should be $380 rather than $3,800. . . .—*John T. Hartigan, national sales manager, Fm Broadcasting System Inc., Chicago.*

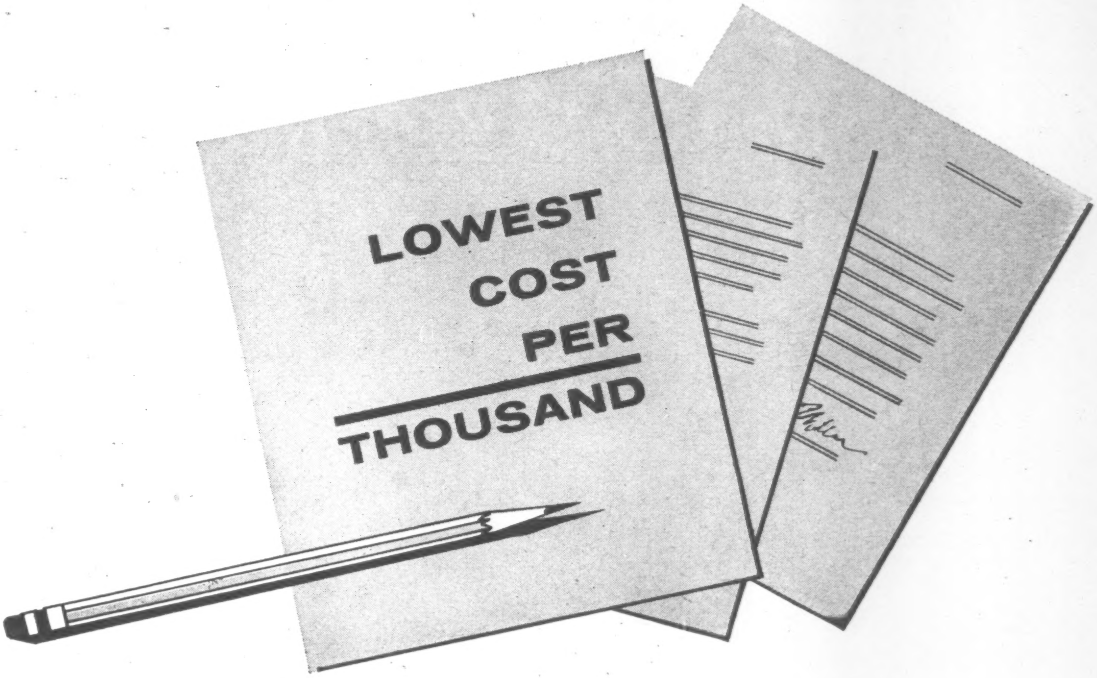
A great opportunity

EDITOR: As a newspaper publisher who also has had much, though not recent, experience in broadcast journalism . . . I point out a great opportunity for public service. . . . It is the kind of service television, with its ability to present moving visual evidence, can perform more effectively than any print medium.

A huge volume of space and time has been devoted to coverage of fallout shelters. Almost none has been given to the only possible protector of people in our cities—the anti-missile missile.

Canadian Air Marshal C. L. Slemon, deputy commander-in-chief of NORAD, put the situation this way last year: "Assume that Russia succeeds in producing operational anti-missile missiles before we do. Thus the enemy can establish, and prove that he has in being, an impregnable defense. How effective then is our retaliatory power as a deterrent? On the other hand we, without much defense, would be at Russia's mercy. . . .

Completion by us of an operational



THIS IS ONE WE SOLVED OURSELVES

But remember the old problem: SAVE
MORE
MONEY . . . where you substitute numbers for the letters indicated (when letters are repeated the substituted number is constant) based upon the logic of addition. The solution is simple.*

So's time buying in Washington, D. C. Take the ineluctable truth stated in the illustration above. When you buy WMAL-TV late-night feature films, that's what you get. (ARB, Oct. '60 thru April, '61.)

We're told it is impossible to find a substitution of numbers for letters which makes LOWEST+COST+PER= THOUSAND, so we'll give a very special prize for anyone who cuts it.

**This old puzzle has been around for so many years that you shouldn't have much trouble with it. Correct answers aren't worth very much— but we'll provide a small token of achievement for winners.*

wmal-tv

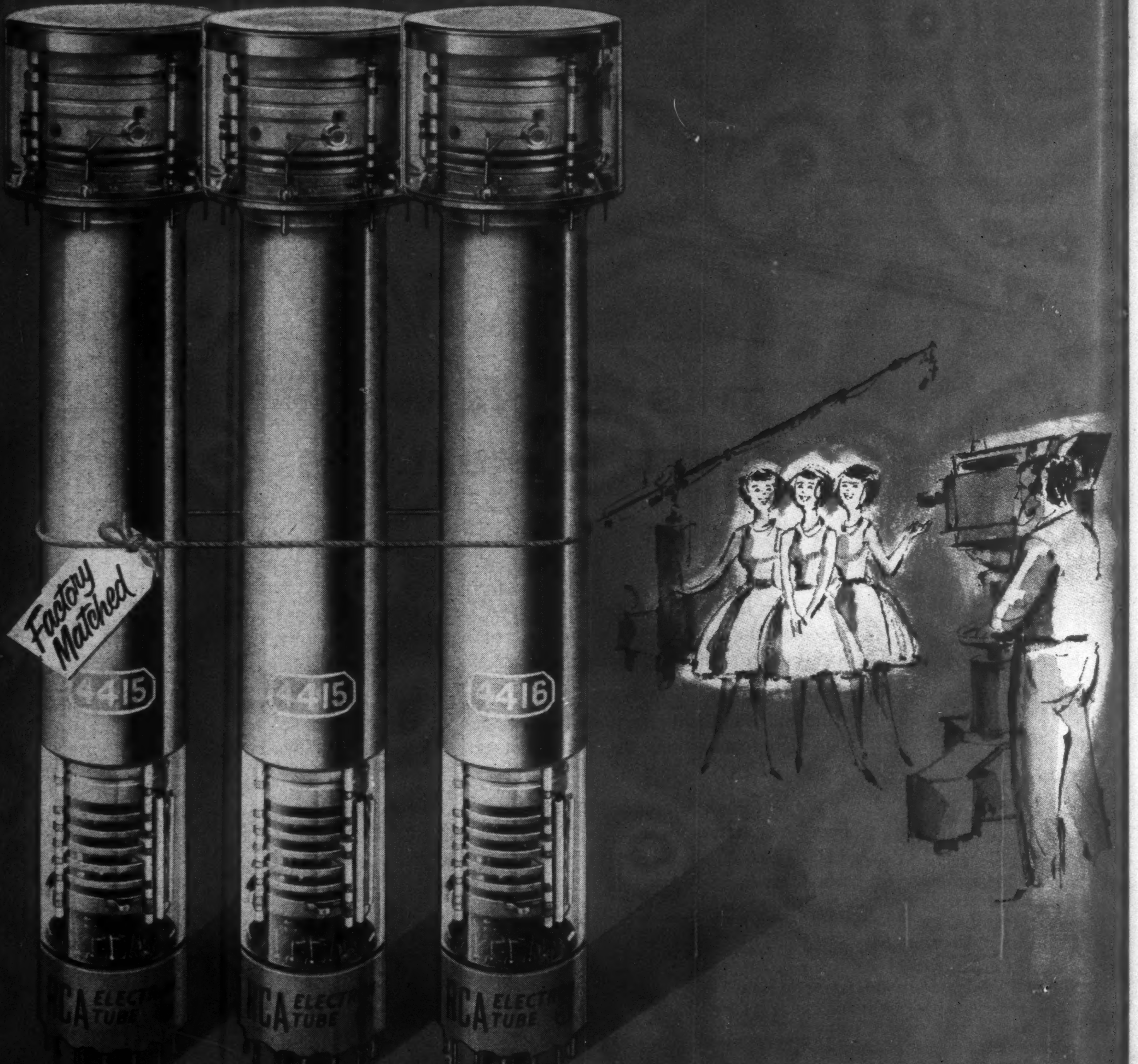
Washington, D. C.

An Evening Star Broadcasting Company Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

NEW IMAGE ORTHICONS FROM RCA

Now...Studio Color Pickup at


Factory Matched
4415
4415
4416
RCA ELECT
TUBE
RCA ELECT
TUBE
RCA ELECT
TUBE

Black-and-White Light Levels

Now, RCA cuts the studio lighting costs for color TV . . . with new RCA-4415 and 4416 Image Orthicons! These highly sensitive tubes permit studio color pick-up with standard black-and-white lighting. This eliminates high scene-lighting temperature, the need for extra air-conditioning facilities, and many of the other lighting costs formerly associated with indoor color pickup.

Supplied in Matched Sets of Three

These new precision Image Orthicons are supplied in sets of three—two 4415's for the red and green channels and one 4416 for the blue. Their closely matched characteristics assure uniform sensitivity and background over the entire scanned area. Matched sets equipped with deflecting yokes and focusing coils having precision construction and axial alignment with respect to each tube are recommended for color cameras utilizing simultaneous pickup. In such cameras, these tubes produce superior pictures in color receivers and high-resolution pictures with normal tone rendition in black-and-white receivers.

RCA Field-Mesh Construction

These new Image Orthicons offer all advantages of new RCA field-mesh construction which makes possible excellent registration of the three color images. Edge effects, such as exaggerated borders between high-contrast objects, are greatly reduced. "Beam-bending" from the charge pattern on the target is minimized and the over-all beam trajectory and corner focus are improved.

For full details on the new RCA Image Orthicons, check with your RCA Broadcast Tube Distributor.

The 4415 and 4416 are but two of RCA's broad family of image orthicons. Others include:

RCA-4401-V1:
For remote B&W pickup at extremely low light levels—down to 10 footcandles.

RCA-4401:
For low-light level color pickup—studio or outdoor. Available in sets of three having matched characteristics for maximum performance in color cameras.

RCA-7513:
Featuring special precision construction and new RCA field-mesh design for high-quality color or B&W TV.

RCA-7293-A:
A field-mesh image orthicon having an image section designed to prevent highlight ghosts. Field-mesh design to improve corner focus and prevent porthole effects. For B&W studio and outdoor pickup.

RCA-7295-A:
A 4½-inch diameter field-mesh image orthicon with high resolution and very high signal-to-noise ratio, designed for tape and B&W studio broadcast use.

RCA-7389-A:
A superior-quality field-mesh design 4½-inch image orthicon, with extremely high signal-to-noise ratio, for tape and exceptionally high-quality B&W studio pickup.

RCA-5820-A:
For studio and outdoor pickup in B&W. The "standard" of the industry.

Whatever your TV camera requirements, there's an RCA Image Orthicon designed to meet them.

RCA ELECTRON TUBE DIVISION

RCA®

The Most Trusted Name in Television

"The Giant of Southern Skies"

Tennessee
North Carolina
ASHEVILLE
SPARTANBURG
GREENVILLE
South Carolina
Georgia
4

GIANT MARKET IN THE SOUTHEAST

2.1 million People
$2.8 billion Incomes
$1.8 billion Retail Sales

Compare it with Birmingham, Miami, and New Orleans, "The Giant's"

GREENVILLE-SPARTANBURG-ASHEVILLE MARKET

Contact us or our Reps. for facts, availabilities and assistance

sold by AVERY-KNODEL

NBC
CHANNEL 4
WFBC-TV
GREENVILLE, S. C.

1961 Christmas
Greetings 1961
1961 Christmas
Greetings 1961

Be sure your cards and packages are signed, sealed and delivered with

CHRISTMAS SEALS TO FIGHT TB

ANSWER YOUR CHRISTMAS SEAL LETTER TODAY

1961 Christmas
Greetings 1961

anti-missile missile is by far the most important project before the free world today—yet the public is far from understanding this. Responsibility for this rests with the press and electronic journalism as well as with those in government. . . .

If only a fraction of media space and time given to shelters had been devoted to explaining the what and why of the anti-missile missile and the roadblocks put in the way of development, outraged public opinion would long since have forced a crash program at whatever cost.

Film footage showing a successful kill of one missile by another is available. It was used by KCOP (TV) Los Angeles. Television can perform no higher or more vital service than to report the facts and dramatize the need so that every American fully understands the subject. . . .—*Walter Burroughs, publisher, Orange Coast Daily Pilot, Costa Mesa, Calif.*

Too big to hide

EDITOR: . . . I question your choice of headlines—"What's wrong with radio?" "Radio should prove," etc. Has my own bible deserted me? . . . I am sick of the insulting and degrading articles submitted by agency trainees, reps and the research people who choose to erect a smoke screen to cover glamor buys for higher commissions to cover the fee ratings and the gravy train. Radio is too big, too important, too solid to hide. . . .

To get a fair shake today, all radio must tell and sell the client. They must go around the middle man . . . the fast-buck artist, the rate chiselers . . . who . . . create confusion to better lead the client down the garden path. This is the true reason behind the tongue lashing and insulting articles now in print. . . .—*H. Tom Morris, general manager, WTIK Durham, N. C.*

On liquor commercials

EDITOR: An evening or so ago I switched . . . to WNTA Newark, N. J., and was horrified to find that the station is doing commercials for the Continental Distilling Co., Philadelphia. I caught the commercial at about 6:15, just as we were saying the blessing at the dinner table.

I wish to register a vigorous protest at the intrusion of liquor advertising at the dinner hour. . . . I have written to the station and to Mr. Minow and the Protestant Council of Churches. And I phoned the distilling company long distance. The courteous executive who replied said it was the fault of the station. —*Gertrude Seward Mayer, New York City.*

BROADCASTING PUBLICATIONS INC.

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Reg. U.S. Patent Office

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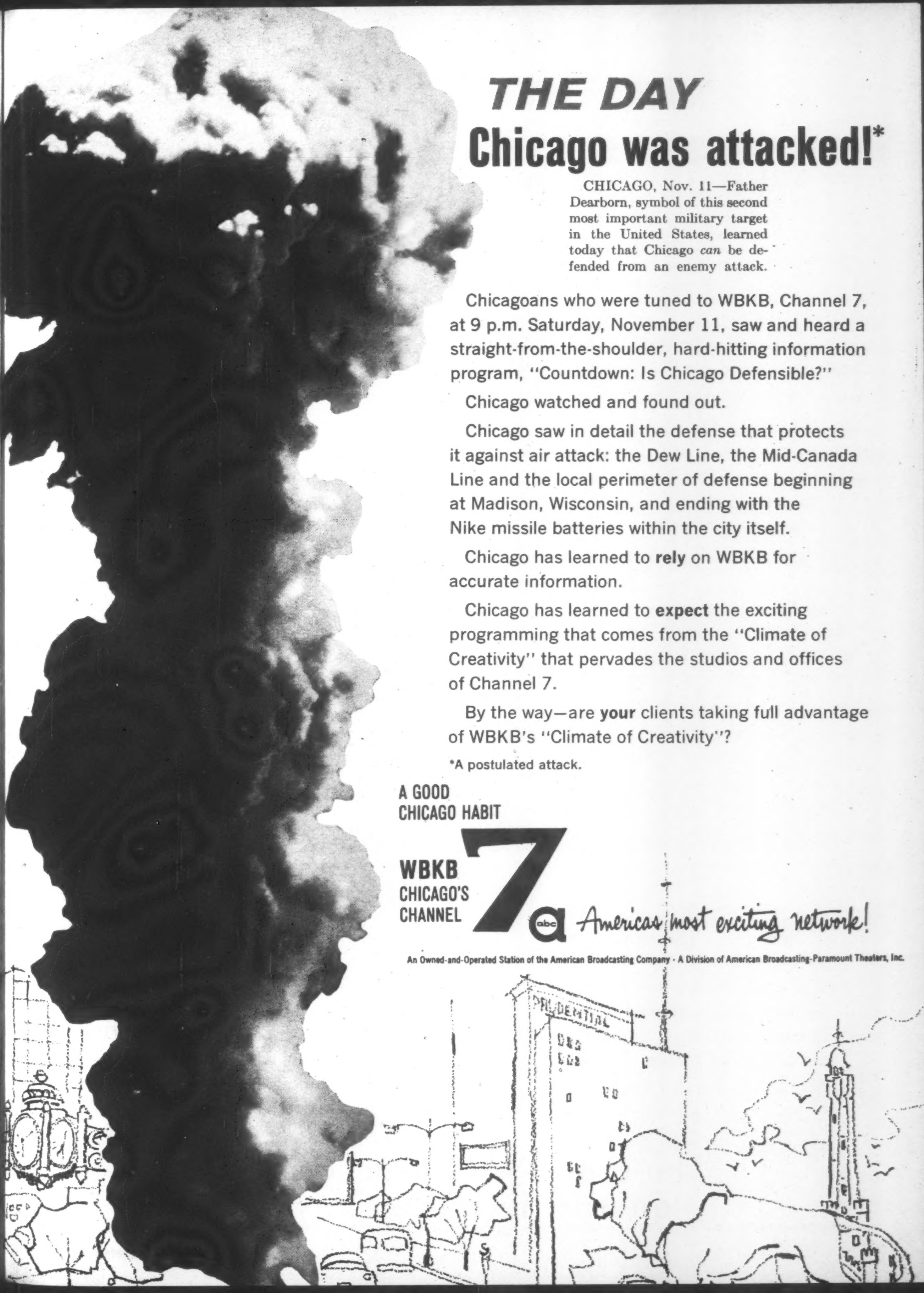


THE DAY
Chicago was attacked!*

CHICAGO, Nov. 11—Father Dearborn, symbol of this second most important military target in the United States, learned today that Chicago *can* be defended from an enemy attack.

Chicagoans who were tuned to WBKB, Channel 7, at 9 p.m. Saturday, November 11, saw and heard a straight-from-the-shoulder, hard-hitting information program, "Countdown: Is Chicago Defensible?"

Chicago watched and found out.

Chicago saw in detail the defense that protects it against air attack: the Dew Line, the Mid-Canada Line and the local perimeter of defense beginning at Madison, Wisconsin, and ending with the Nike missile batteries within the city itself.

Chicago has learned to **rely** on WBKB for accurate information.

Chicago has learned to **expect** the exciting programming that comes from the "Climate of Creativity" that pervades the studios and offices of Channel 7.

By the way—are **your** clients taking full advantage of WBKB's "Climate of Creativity"?

*A postulated attack.

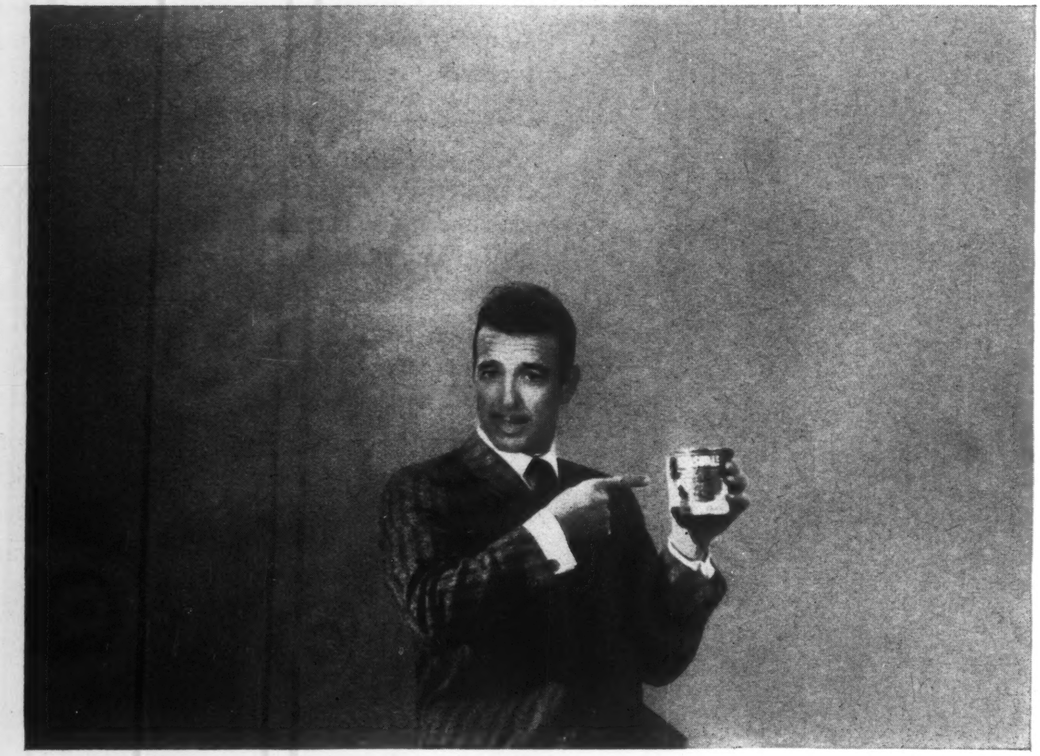
A GOOD
CHICAGO HABIT

WBKB
CHICAGO'S
CHANNEL 7

abc Americas most exciting network!

An Owned-and-Operated Station of the American Broadcasting Company · A Division of American Broadcasting-Paramount Theaters, Inc.

What do you have to be to really sell them?



Ernest.

Saleswise, the importance of being Ernie has been amply documented by his success with his one sponsor over the past four years.

What's special about Ernie is, of course, his warm, natural naturalness, his unaffected affection for people. A selling talent, in total, that makes him totally, devastatingly, pea-pickin' perfect for daytime viewing.

Now that he's bringing all this specialness to ABC-TV Daytime, come April 2nd, we're being pretty special about the selling company he'll keep...keeping it confined to a limited number of sponsors. Three (Lever, Bristol-Myers, J & J) have already signed.

The remaining availabilities should not long remain available.

The Tennessee Ernie Ford Show
on ABC Television-Daytime

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
November 27, 1961, Vol. 61, No. 22

WILL FIRST-RUN FILMS BE EXTINCT?

■ That once 'inexhaustable' supply nears vanishing point

■ At present rate features will all have been shown by 1967

■ Re-runs expected to continue to draw impressive audiences

The time is fast approaching when feature films in television will be out of the first-run stage and down to the re-run level.

Exhaustion of what once seemed an inexhaustible supply of "new" theatrical films is apt to be substantially complete by the end of 1964. By that time the new releases to television will have dwindled to a dribble.

By 1967 the backlog's exhaustion will be total and complete.

These are key conclusions of a study made privately by a leading film company, whose identity is being withheld. It is based on current rates of motion-picture production and release to television. Thus it is subject to error to the extent, if any, that either of these factors changes. A slowdown in production or increase in sell-off policies, for example, could quicken the end, while increased production or reduced sell-offs could postpone it.

New Titles Aging ■ In making the study's results available to BROADCASTING, the makers also emphasized that "exhaustion" refers to "new" titles—not to feature films as a programming source, since the audience values in re-runs have been endlessly demonstrated.

Many stations say the dwindling backlog gives them little or no concern because, even though they use features heavily, they figure that by "proper scheduling" and rotation they can get several more years of productive use out of the supply on hand. Some, however, feel that the supply is close to being used up, re-runs and all, and are casting about for alternative program sources.

Although the study's first value may be in documenting what has long been known—that the available supply of "new" feature films is getting low—its existence led observers to a number of collateral conclusions, including:

■ If the law of supply and demand still holds, the asking prices for those features that do remain for release in 1964 probably will get higher as the supply gets lower. Under the same law, acceptance of those prices will depend upon the stations' feeling of need for new program material at that time.

■ One of the favorite promotional gambits of stations in advertising feature films—"for the first time on television in this city"—will be increasingly invalidated as showings go more and more to re-runs.

■ As features' re-run era progresses, television programming in general promises to depend more and more on the networks—and on local production—for its wholly new material. Other studies have pointed up this trend, which also stems from a virtual standstill in production of new tv programs for syndication and what amounts to wholesale release of off-network shows—those that have completed their network runs—for syndication to stations (BROADCASTING, Sept. 18).

As long as three years ago, the warning signs were up indicating a probability that motion pictures on television would be wearing out. A BROADCASTING survey then estimated tv stations were pouring feature films into U.S. homes at the heady rate of approximately 4,500 every seven days, and that some stations felt their backlog might be exhausted by 1961—a year when the well could run dry.

But that survey was taken before the first waves of post-'48 feature films were released to tv.

At that time, it was roughly estimated

Majors releasing post-48s at fast rate:

Company	Total Backlog	Sold to TV	Remaining
Allied Artists	367	110	257
Columbia	549	206	343
20th-Fox	431	253	178
United Artists	449	177	272
Warner Bros.	282	81	201
Totals	2,078	827	1,251
Projected production and sales through 1963	420	1,428	
Totals as of 12/31/63	2,498	2,255	—

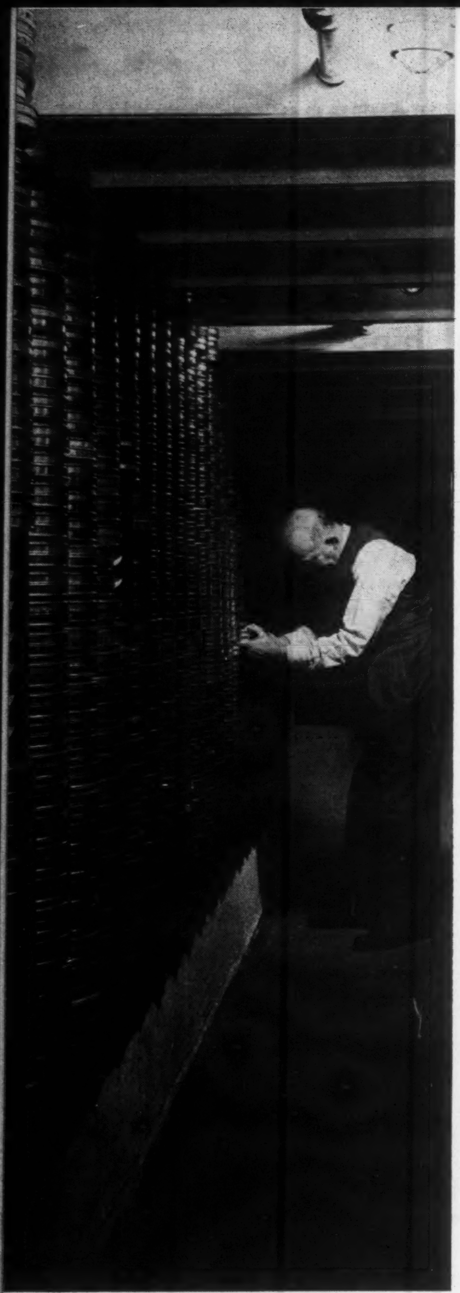
The above table taken from the special study on feature film shows how five major motion-picture companies are selling post-48s to tv at a fast rate. Included is a total of each firm's backlog at the end of 1960, the number sold as of July 1, 1961, along with projected production and sales through 1963 (projections are based on current production rates). According to this study, the five will have an estimated backlog of 2,498 motion pictures, of which 2,255 will have been released to tv.

Majors releasing post-48s at slow rate:

Company	Total Backlog	Sold to TV	Remaining
Disney	41	—	41
MGM	368	30	338
Paramount	248	22	226
Universal	359	—	359
Totals	1,016	52	964
Projected production through 1964	260		—
Total as of 12/31/64	1,276	1,224 or 1,120*	

*Assumes MGM will release 30 films per year through 1964, and others none at all. The 1,224 total assumes MGM will not release beyond the 30 films already on the market, generally regarded as a not very likely assumption.

The above table taken from the special study on feature film shows how four major motion picture companies are holding off entirely from selling post-48s to tv, or selling only a few at a time. Included is a total of each firm's backlog at the end of 1960, the number sold as of July 1, 1961, along with projected production and sales through 1963. The study indicates the four will have an estimated backlog of 1,276 motion pictures, of which less than 5% will have been released to tv.



The supply of feature films, on which television has come to rely so heavily, is becoming smaller year by year. Most major studios have already released many of their post-'48 films to tv and the supply of new product is decreasing each year.

some 800 motion pictures, released after 1948, had been committed—though not necessarily sold—to television. Even today some—Samuel Goldwyn Productions' 40 features, for example—have yet to reach tv.

One-Fourth Already Gone ▪ It has been only 18 months since talent guilds cleared the way for sale of post-'48s during early 1960. And, according to the newly completed study, already 879 out of a total of 3,094 post-'48s, or nearly 30%, have been sold to tv.

The study gives the exact number of post-'48 films now in Hollywood's vaults, the number already released to tv (and by what major film company) and projections on the future supply at current production rates. It distinguishes between those companies which are quickly emptying the vaults of post-'48s and those studios which are holding on—perhaps precariously—to the bulk of the new movies they've produced since 1948.

The report points up that tv has demonstrated a "voracious appetite" for feature films by consuming some 10,000 pre-48s in less than a decade and shows no sign of easing. In New York alone, it's apparent that the tv appetite is as great as ever. In a given week, 104 different movies programmed 130 times by the area's seven stations fill more than 200 hours. (see story on opposite page).

Five of the nine Hollywood majors will have completely exhausted their backlogs—including new production over the next three years—by the end of 1964, if they continue to release post-'48 product at the current rate.

Of 1,200 post-'48 feature titles remaining and held by four companies, at best only part probably will be available for tv and they'll be released in small packages commanding premium prices. This "residue," the report notes, "would be equivalent to only 8% of all American pictures produced since the advent of sound."

Thus, tv will have already consumed 92% of all sound pictures made in Hollywood's history.

The prediction that if the current annual rate of sale to tv is maintained by each company, all product will be exhausted by the end of 1967 is "theoretical," the report stresses, since a majority of the companies are conserving product while others are speeding it to the market.

▪ Five major companies already have sold more than 40% of their backlogs (that is, 827 out of 2,078 features) to television.

The report maintains that if this sell-off rate of 550 features each year continues, the total backlogs of these five firms (including new production for the next three years) will have been totally "exhausted" before the end of 1964.

▪ In three years, there'll be a maximum of 1,220 films remaining with four other companies, assuming of course that none of the four make additional sales to tv by that time. At the current, conservative rate of release, the four firms will be left with no more than 1,120 films (including new product) at the end of 1964. And, it's stressed, not all of these will find their way to tv. Reason: In many cases, the companies do not own the tv rights and in others, the features' content is not suitable for television. Besides, some of the top box-office attractions will be held for theatrical re-release or even pay television.

In its coverage of the broad feature-film field, the report broke down the major companies into two groups: (a) those releasing post-'48s at a fast rate, and (b) those following a cautious, wait-and-see policy.

The fast-rate releasing companies include five majors: Allied Artists, Columbia Pictures, 20th Century Fox, United Artists and Warner Bros. In the aggregate these companies have sold off to tv a total of 827 features from a post-'48 backlog of 2,078. If new feature production continues at the current rate (140 pictures each year), then by the end of 1963 backlogs will be up only to 2,498.

Again if these five maintain sell-off to tv at current levels (550 films each year), within a year's time the companies will have disposed of 2,255. Result: The five firms will have only 157 films (post-'48) for sale to tv in 1964.

Delaying Sales ▪ The slow rate releasing companies include: Walt Disney's pictures, Metro-Goldwyn-Mayer, Paramount Pictures and Universal Pictures. Neither the Disney nor Universal post-'48 releases have found their way to television, Paramount has placed a package of 22 films on the market and MGM has offered a group of 30 to tv.

In this group, MGM expects in the future to release its post-'48s at the approximate rate of 30 films each year.

Looking ahead to the end of 1964, even these companies—assuming they hold firm to the current rate of sales (or refusals to sell)—will have only a total of 1,120 post-'48s in their vaults. (The projection is that the four companies will have produced only 260 new features through 1964.)

At present, the four companies have a total backlog of 1,016 post-'48s (Disney, 41; MGM, 368; Paramount, 248; Universal, 359). They have sold only 52 of these to tv. That leaves 964 still to be sold off (though not all will be available for tv use in any event).

The film study excluded four studios —including RKO Pictures, Republic, Sam Goldwyn Productions and American International—from the analyses. Reason: RKO and Republic post-'48s already are in release, the number of Goldwyn movies are not high enough to exercise an important influence, and AIP's production level as well as subject matter make it questionable that more than a small number of its productions could be funneled to tv.

Possible Re-Runs ▪ The practical ef-

New York's seven stations use 104 movies in a week

The highly competitive market of New York, with its seven tv stations (three of them network-owned, and four independent), relies heavily on motion picture fare. The movies—both the pre- and post '48s—are not only in abundance in New York, but they are heavily promoted and carefully programmed to a highly preconditioned (and selective) audience.

What's the rate of tv "consumption" of motion pictures in the New York market in a given week? How many are pre-1948 releases? How many are post-1948s? How many hours of a station's precious commodity—time—do they fill?

In searching for the answers, BROADCASTING editors last week checked station schedules in the New York area. The stations: WCBS-TV (ch. 2), WNBC-TV (ch. 4), WNEW-TV (ch. 5), WABC-TV (ch. 7), WOR-TV (ch. 9), WPIX-TV (ch. 11), and WNTA-TV (ch. 13). The week covered: Nov. 25 (Saturday) through Dec. 1 (Friday).

This is what the survey revealed:

- There are 104 different movies, programmed 130 times by the seven tv stations during the week.
- A total of 16 of the 104 movies had two exposures in the same day. Two were played three times, and one motion picture was played four times, once a day for four days (on WOR-TV—*Movie of the Week*).
- Out of the 104 feature films, available data showed 55 to be pre-'48, and 42 to be post-'48.
- Stations would program a total of 200 hours 55 minutes in feature film during this week, or an average of 28 hours 42 minutes per day, or 4 hours 6 minutes per day per station.
- On the weekend—Nov. 25 and 26—New York area viewers could select from a total of 38 films (23 on Nov. 25 and 15 on Nov. 26). These films filled 63 hours 50 minutes (36 hours 10 minutes on Nov. 25 and 27 hours 40 minutes on Nov. 26). Out of 38 films on the weekend, 19 are considered post-'48 releases.
- These are the number of program hours devoted to feature films for the week covered: WCBS-TV, 34 hours and 25 minutes; WNBC-TV, 16:50; WNEW-TV, 28:35; WABC-TV, 14:30; WOR-TV, 66:20; WPIX(TV), 10; WNTA-TV, 30:15.

fect of exhaustion of the backlog is generally considered to be a moot question, the answer depending on how many times a given film can be re-run in the same market and still attract production audiences. And that depends on (1) the film, (2) the market, (3) the scheduling.

BROADCASTING survey of stations in early 1959 found the stations were playing each film an average of a little more than three times and allowing about seven and a half months between plays (BROADCASTING, Feb. 23, 1959). Performances given to their most frequently played feature or features averaged a little more than four.

Of the almost 200 stations which participated in that survey, only 5.5% said they gave a feature film more than five plays.

In many cases, of course, the number of re-runs is limited by contract between station and distributor.

Most Runs in Big Markets ▪ In general the rule on audience receptivity of re-runs seems to be: the larger the market, the higher the number of times a film can be played and still attract audiences big enough to pay off for both the station and the sponsor. Thus a film that can get only one or two plays in a one-station market may get three or four times that number in a market having, say, four stations.

Two other elements are obviously essential in deciding the re-run question: The quality of the film itself, and the way it is scheduled.

One major-market station has told of playing a single film as many as 20 times over a six-year period, but considered this an exceptional film (*Count of Monte Cristo*) and said that on the average, for his market, he considered 10 times the maximum for an unexceptional feature to retain audience effectiveness.

20 Showings ▪ Another broadcaster in the same market said he had played one feature 20 times in five years—but thought four times in two years ordinarily would be enough.

At the other extreme a number of stations say they're playing the average film only three times although they think they could get as many as ten effective performances from each full-length feature.

The re-run pattern followed by most stations has been to schedule different runs of the same title about six to eight months apart, but on different days of the week and at different times of the day.

Some stations—for the most part admittedly well stocked in feature films—feel that with "proper" scheduling they can go on using them, or at least the best of them, "practically forever." They point out that after a few years a "new audience" has grown up, and that these new audiences, together with viewers who missed earlier showings or liked a film well enough to watch it again, can extend the life of a good feature almost indefinitely.

Some Disagree ▪ This is by no means a unanimous view, however, a number of stations—including some major operators with rights to most of the so-called "best" packages now available—have concluded that the market will have been worked out within the next few years and accordingly already are exploring other possible sources of new programming, including the production of their own.

WILLIE STARK
GOVERNOR
WILLIE!

"All the King's Men," with Broderick Crawford, Columbia Pictures, 1950.

"Kiss Tomorrow Goodbye," with James Cagney, Warner Brothers, 1950.

"Death of a Salesman," with Frederic March, Columbia Pictures, 1952.

Are Arbitron, Nielsen ratings alike?

INTENSE COMPARISON UNDER WAY TO FIND IF DATA IS DUPLICATED

Some of the best researchers and most intent research assignments in television today are being concentrated on another piece of research: American Research Bureau's new Arbitron overnight national program ratings.

How do they compare with the veteran Nielsens? Are there important differences between the two? What kind, how many and how big?

The answers are important to those seeking them, because if the Arbitrons prove out, they could speed up decision-making by two to three weeks. That's the time needed to produce the Nielsen national report, while the Arbitrons are available on a next-day basis.

Now that three Nielsen reports on the new fall season are available to serve as a basis of comparison, the agencies and networks that subscribe to both services are beginning to form opinions about how much the two conform or disagree.

More Study Needed ▪ The opinions probably won't jell solidly until the ARB service has a much longer track record available for study, but the first conclusion among those known to have made analyses thus far is that generally there seems to be a high degree—probably a satisfactorily high degree—of correlation between the two. Some anaylsts go farther than that; others stop short of it.

The comment most favorable to Arbitron, BROADCASTING found, came from a presumably unprejudiced research man who said on the basis of his studies thus far that: "Any decision that might be made based on Nielsen—a decision to keep, cancel or renew a program—could also have been made based on Arbitron."

The comment least favorable to ARB came from one who said: "The Arbitrons seem to be pretty good as a general indicator. Their overall averages are fairly close to Nielsen's, but on individual programs there are some huge variations. I certainly wouldn't buy by the Arbitrons at this point."

Between these extremes an analysis made by another subscriber appeared to be somewhat more representative. It led to these conclusions:

- That the differences are "about as small as you could expect, considering that both systems use samples."
- That one system is as dependable as—and is consistent with—the other in showing the ratings picture for an entire week or evening or for the networks in comparison with one another.
- That the "only really important" differences relate to specific programs or time periods, and that these may be wide enough to lead to possibly differing conclusions with respect to about five or six of the almost 150 half-hours covered by both services.

"In no case," one expert said, "have we found one service indicating that a program is a hit while the other says it's a flop. Most of the time they agree on hits, flops and average shows, but there are these five or six half-hours where you might decide one way by looking at one service and a different way by looking at the other."

Network Differences ▪ For the two weeks ended Nov. 5—the period covered by the latest Nielsen report, which became available last Tuesday—the average difference between the two services is nine-tenths of a rating point. By networks, the average difference is: ABC 1.7 points; CBS 0.8; NBC 0.3.

Nielsen says the average nighttime (7:30-11 p.m.) half-hour rating is 17.6; ARB says it's 16.7. By networks, ABC gets an average nighttime rating of 15.5 from Nielsen, 13.8 from Arbitron;

Viewers more decided in program preferences, TvQ reports

This year's new network tv shows are establishing themselves as viewers' favorites more solidly than in any of the last three seasons, an analysis by the TvQ division of Home Testing Institute indicated last week.

The study showed that 41% of this season's new nighttime programs have TvQ scores higher than 30. Last year only 14% surpassed that level; in 1959, 27%, and in 1958, 21%. The comparisons, spanning the years that TvQ has been in operation, are based on November measurements in each case.

The average TvQ score for new programs and also for all evening programs—is 29, according to this year's November measurement. That is an improvement in both categories: A year ago the average for the 1960-61 new crop was 25, while the average for all evening programs was 27.

TvQ scores, compiled monthly from national cross-section panels of 1,000 families, represent the percentage of those familiar with a program who rate it "one of my favorites." Although the average TvQ has risen by several points, the average "familiarity" score has remained about the same.

Among the new shows, dramatic programs showed the sharpest rise in TvQ—an average score of 33 this November as against 19 last November. This category also accounted for the sharpest rise in new program entries: seven new dramatic shows this year as compared to two new ones in 1960.

The greatest number of new entries is in the comedy class—15 this year. Last year, 14 series began the season. But the average comedy TvQ remains unchanged at 27. Only one new western has been introduced this year, but its TvQ is six points ahead of the average for the four new westerns added last year: 32 vs. a 26 average in 1960.

In all, 39 new shows are covered in the special study. In no category has the new-show average TvQ dropped below last year's, and in most classifications the current averages have been exceeded only occasionally in prior years.

Considering all 39 new shows, 16% have TvQ scores below 20, whereas last year 24% fell into this low category and in November in both 1959 and 1958 the comparable figure was 35%. The number in the 21-25 TvQ range has dropped from 35% last November to 20% this year, and the number in the 26-30 bracket has slipped from 27% to 23%.

In the 31-35 group, however, the number has risen from 3% a year ago to 23% this November. The number scoring between 36 and 40 has fallen from 8% to 5%, but the number in the over-40 group has risen from 3% to 13%.

WHO Radio dominates Iowa audience for 24th consecutive year!

94 Other Stations Compete in America's 14th Radio Market

CONFIRMED again . . . and for the 24th consecutive year! WHO Radio leads all Iowa radio stations in audience ratings by a wide margin. But this is nothing new to those of you familiar with 50,000-Watt WHO Radio.

The new 93-County Area Pulse Survey (March, 1961) strongly confirms WHO's claim to superiority. The survey was conducted in 68% of all counties in which WHO has 10% or more NCS No. 2 penetration (93 of 137 counties). This area holds 75% of all radio families in WHO's rich "Iowa Plus" coverage area (647,000 of 865,350 families).

The survey gives WHO Radio a greater share of homes using radio in all quarter hours surveyed Monday through Friday, than any of the 94 other competing stations.

WHO Radio and the 865,350 homes it serves in "Iowa Plus"—*America's 14th largest radio market* —should be on every major radio-market list. Ask your PGW Colonel for complete results from the 24th consecutive survey of the Iowa radio audience.

Sources: Pulse (March, 1961), NCS No. 2.

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates **WHO-TV**, Des Moines; **WOC** and **WOC-TV**, Davenport

Peters, Griffin, Woodward, Inc., *National Representatives*

ARBITRON'S DAILY CHOICES

Listed below are the highest ranking television shows for each day of the week Nov. 16-22, as rated by the National Arbitron instant ratings of the American Research Bureau. These ratings are from a sample of 1,200 television homes per half hour properly distributed across the U. S.

Date	Program and Time	Network	Rating
Thur., Nov. 16	**Dr. Kildare** (8:30 p.m.)	NBC-TV	26.3
Fri., Nov. 17	**Rawhide** (7:30 p.m.)	CBS-TV	22.9
Sat., Nov. 18	**Perry Mason** (7:30 p.m.)	CBS-TV	27.1
Sun., Nov. 19	**Candid Camera** (10 p.m.)	CBS-TV	27.5
Mon., Nov. 20	**Danny Thomas Show** (9 p.m.)	CBS-TV	24.3
Tue., Nov. 21	**Garry Moore Show** (10 p.m.)	CBS-TV	25.9
Wed., Nov. 22	**Wagon Train** (7:30 p.m.)	NBC-TV	29.9

Copyright 1961 American Research Bureau

CBS gets 18.4 from Nielsen and 17.6 from Arbitron; NBC's is 19.0 according to Nielsen, 18.7 by Arbitron.

Judging similarities and differences in another way, one researcher found that out of 47 nighttime half-hours where all three networks compete each week, the Arbitrons and Nielsens were in full agreement on the network's rank order in 35 cases. Looking at the rankings for the networks two at a time, the two services agreed on who won between CBS and NBC in 42 out of the 47 periods, between ABC and CBS in 45 of 47 and between NBC and ABC in 39 out of 47.

In general, after conversion to make them comparable, the ARB ratings tend to be somewhat lower than the Nielsens. This is attributed at least partly to the fact that Arbitron's operating hours—7:30-11 p.m.—do not permit it to include delayed telecasts carried before or after those hours.

Missed delays may also have an abnormally depressing influence on ABC's Arbitron standing as compared to the other networks and may account for the wider discrepancy between ARB and Nielsen ratings for ABC, since ABC appears to have considerably more delayed programs than CBS or NBC.

Conversion of either the Nielsen or the Arbitron ratings is necessary be- they are expressed in different terms. An ARB rating is the number fore they may be compared, because of viewing homes expressed as a percentage of the television homes in the areas where the program may be seen. A Nielsen rating is viewing homes shown as a percentage of all tv homes in the U.S. Both services supply covage factors which may be used in making the conversion: Either the Arbitron rating is multiplied by the coverage factor, or the Nielsen rating is divided by the coverage factor.

ARB, Nielsen reach agreement

American Research Bureau has signed a license agreement with A. C. Nielsen Co. which allows ARB to continue to use certain metering devices in its Arbitron overnight ratings service. Nielsen, holds patents on the devices.

The agreement was signed in settlement of a patent infringement suit brought by Nielsen against ARB over the use of the metering devices (BROADCASTING, Nov. 20).

Ad counseling service set up

The formation of a technical consulting firm in national advertising, research and media has been announced by William Dignam, president of the company bearing his name. The counselling service is designed to assist national advertisers in improving the productivity of their advertising in the major media. Mr. Dignam, whose headquarters will be at 10 E. 39th St., New York, has been associated with Young & Rubicam, Alfred Politz Research, Broadcast Measurement Bureau and Time Inc. Telephone: Murray Hill 3-6156.

MGM Telestudios rents N.O. estate for winter

MGM Telestudios has leased a 28-acre estate in New Orleans for use as a winter production base for the taping of tv commercials, George Gould, president and general manager announced today (Nov. 27). Telestudios established production headquarters in a farmhouse in Bucks County, Pa., last summer for exterior shooting there.

The basic package rate for taping in New Orleans has been set at $5,500 for the first 10-hour day, and $5,000 per day thereafter. Included in this package are location scouting and research, full production supervision, complete technical and staging crews, accommodations for five agency staffers, plus editing, titling and mixing in the New York studios for two commercials. Production will be handled by key MGM Telestudios personnel from New York.

Fire pick Gardner-Taylor

Gardner-Taylor Adv., Memphis, Tenn., announced it has added five new clients, three of which plan a heavy schedule of radio and tv spots in 1962. They are Phantom Bed Div., BHQ Corp., Hot Springs, Ark., Tennessee Pharmaceutical Co., Memphis, REP magazine.

Rep appointments...

- WIOI New Boston, Ohio; WMDN Midland, Mich., and WSLM-AM-FM Salem, Ind.: Prestige Representation Organization, New York.

Commercials in production

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager, and approximate cost of commercial when available.

Animation Inc., 736 N. Seward St., Hollywood 28

Duquesne Brewing Co. of Pittsburgh (Duquesne Beer), two 20s, animation, film. Caz Casanov, prod. mgr. Agency: Vic Maitland & Assoc.; Vic Maitland, a.e., Bill Burge, prod. mgr.

Bandelier Films Inc., 1837 Lomas Blvd. N.E., Albuquerque, N. M.

Holloway & Co. (Hi-Noons, Slo-Poke, Milk Duds), one 60 each, animation, film. Louis Jacobson, prod. mgr. Agency: Erwin Wasey, Ruthrauff & Ryan, George Hunter a.e.; Robert Stevens, prod. mgr. Approx. cost $4,750.

Klein/Barzman, 706 N. Cienga Blvd., Los Angeles 69

Mirisch Co.-United Artists (Billy Wilder's One, Two, Three), seven (60s, 30s and 20s), live, film. No agency. Approx. cost $15,000.

Nirene Productions Corp., 400 Madison Ave., NYC, in association with **Gotham Recording Corp.**, 2 W. 46th St., NYC

Noah's Ark chain of auto accessories and toy stores, Rochester, N. Y., three 60s, musical (one for placement on 14 am stations, one for 16 fm stations and one for am-fm combination, in New York and Pennsylvania), Chet Gierlach, writer-producer. No agency.

Pantomime Pictures Inc., 8961 Sunset Blvd., Hollywood 69

State Farm Insurance (auto insurance), one 60, animation, film. Fred Crippen, prod. mgr. Agency: Needham, Louis & Brorby; Joe Creaturo, agency art director.

IN INLAND CALIFORNIA
(AND WESTERN NEVADA)

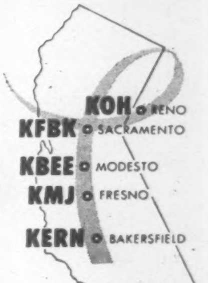
BEELINE
RADIO
delivers more for the money

Modern new City Hall of Modesto — Stanislaus County seat.

Stanislaus County is an important market in California's great Central Valley. It is the 9th county in the entire United States in total farm income. Also, it is the first county on the Pacific Coast and 18th in the United States in retail sales per household — $5,107.00 per household. (Sales Management 5-10-61)

Stanislaus County is part of the area covered by Beeline station KBEE, Modesto. In fact all the important California Central Valley and Western Nevada markets are sold on the Beeline stations. And Beeline Radio delivers more of their radio homes than any other combination of stations, at the lowest cost per thousand. (Nielsen Coverage Service Report #2, SR&D)

McClatchy Broadcasting Company



SACRAMENTO, CALIFORNIA
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

TEAM WORK LEADS TO NEW GE ACCOUNT

Mutual-Erwin Wasey talks result in air conditioner campaign

Close teamwork between a network and an advertising agency in the development of a "total advertising package" led the General Electric Co.'s Central Air Conditioner Products Section to order the first national consumer advertising campaign in its history on Mutual, starting next Jan. 1. The agency is Erwin Wasey, Ruthrauff & Ryan, New York.

Both the network and the agency decline to divulge the price of the 52-week pioneering effort by the GE unit; an authoritative estimate is that the campaign will cost in the neighborhood of $275,000. But to Mutual and EWR&R officials the project had significance beyond the immediate financial involvement: it pointed up to them that intimate examination and discussion of a client's needs by both the network and the agency can result in the creation of an overall advertising program on a radio network on a 52-week basis at a reasonable cost.

The behind-the-scene story of how the advertising concept for the campaign evolved, described last week by EWR&R and Mutual officials, reveals that the initial spark was provided during a lunch meeting last summer attended by several MBS and agency executives. Mutual learned then that GE's central air conditioners was contemplating its first national consumer campaign. The media strategy had not been developed and radio, television, newspapers and magazines were under consideration.

During several meetings with EWR&R officials, Philip D'Antoni, general sales manager of Mutual, learned the following information about the requirements of the potential advertiser:

- The Central Air Conditioner Products Section manufactures and installs air conditioning-heating units in homes, and its prospective customers are new home owners, builders and present owners seeking replacement systems,
- The primary media objective was to establish an "image" for the sections throughout the country through associations with a "prestige" advertising effort merchandisable to distributors and dealers.
- Beyond a national advertising campaign, the section required local advertising support for 85 distributors and about 800 point-of-sale dealers.
- The cost had to be modest because the section is a relatively small one in the overall GE corporate structure and the campaign was a ground-breaking one.

Additional talks were conducted by Mutual and EWR&R officials and the following "total advertising package" was formulated:

- Mutual would provide a five-minute, Monday-through-Friday news program on 390 stations, featuring newscaster Frank Singiser, former baseball player and manager Leo Durocher and radio-tv personality Bess Myerson as company "spokesmen" on commercials. This program-commercial combination is aimed at developing "prestige" and "identity" for the GE section.
- The 90 seconds of commercial time for each five-minute program would be devoted to one 60-second commercial with a national appeal and a 30-second announcement that would be localized for the dealers, including a tag-line of his name and address, recorded by Mr. Durocher and Miss Myerson.
- Mutual would provide considerable merchandising support, including in-personal appearances by the commercial "spokesmen" at dealer events, and promotional and publicity material.
- Mutual would meet the budget set by the advertiser.

By mid-August, EWR&R had approved the Mutual package. But the advertisers still had to be sold. The proposal was discussed several times with GE section officials by a trio of agency executives—Rollo Hunter, vice president in charge of radio-tv; Havis Medwick, assistant radio-tv director, and Paul Grover, senior account executive. Finally, a full-blown presentation was made by the agency in late August to these GE section officials: W. T. McCullough, general manager; C. B. Ramsdell, marketing manager, and R. A. Sestero, advertising and sales promotion manager. Mr. Medwick reported later: "They became tremendously enthusiastic about the project and bought it."

To generate distributor and dealer interest in the undertaking, Mutual and EWR&R executives attended a three-day GE annual sales conference in mid-October and staged a "preview" of its "total advertising project." Mr. Singiser delivered a mock five-minute news program; Mr. Durocher and Miss Myerson presented various type commercials, and GE, Mutual and EWR&R executives gave talks on details of the advertising campaign.

Mutual and EWR&R officials agreed on this significant point: Radio networks can provide a valuable buy for certain clients if the agency supplies sufficient information on the needs of its advertisers and if networks go "beyond the numbers," offering not merely availabilities but programming, personalities, localized advertising and merchandising and promotional re-inforcement.

Radio-tv helps Brylcreem bowling promotion

The use of television and radio helped account for 875,000 extra lines bowled during a summer promotion conducted by AMF Pinspotters Inc. and Beecham Products Inc. In the promotion, which ended Aug. 15, people who submitted a Brylcreem hair-dressing package or Silvikrin shampoo label to proprietors of AMF lanes were permitted to bowl one line free.

Jerry F. Donovan, vice president of advertising and public relations, last week reported that "thousands" of men, women and children throughout the country took advantage of the offer. He pointed out that the promotion gave wide exposure to bowling in many trade magazines in the drug and food field and also gained exposure in supermarkets, drug and variety stores and similar retail outlets as well as in Brylcreem's radio spots and on ABC-TV's *77 Sunset Strip, Asphalt Jungle, Hawaiian Eye* and *The Untouchables.*

In addition, he said, proprietors' revenues were increased through the sale of equipment, shoe rentals, snack bar sales and similar activities stimulated by the increased traffic. He said proprietors were reimbursed by the Beecham Co. in the exchange of 875,000 free lines for an equal number of cartons or labels. It was one of the many promotions in the AMF "bowling's cool fun" campaign aimed at increasing summer bowling.

Selling advertising goal of Johnson Wax film

To increase public acceptance of business, and of advertising as an essential tool of business, is the goal of "The Challenge," a film produced by Johnson Wax Co., Floyd Springer, director of public relations, told the Hollywood Advertising Club last Monday (Nov. 20). Produced early this year by MGM in Hollywood, the color sound film is booked solid to next April, Mr. Springer said, and its 45 prints are expected to reach a minimum of 10 million people.

Because of a strong feeling that American business has failed to tell its story to the youth of the land, many

when you think

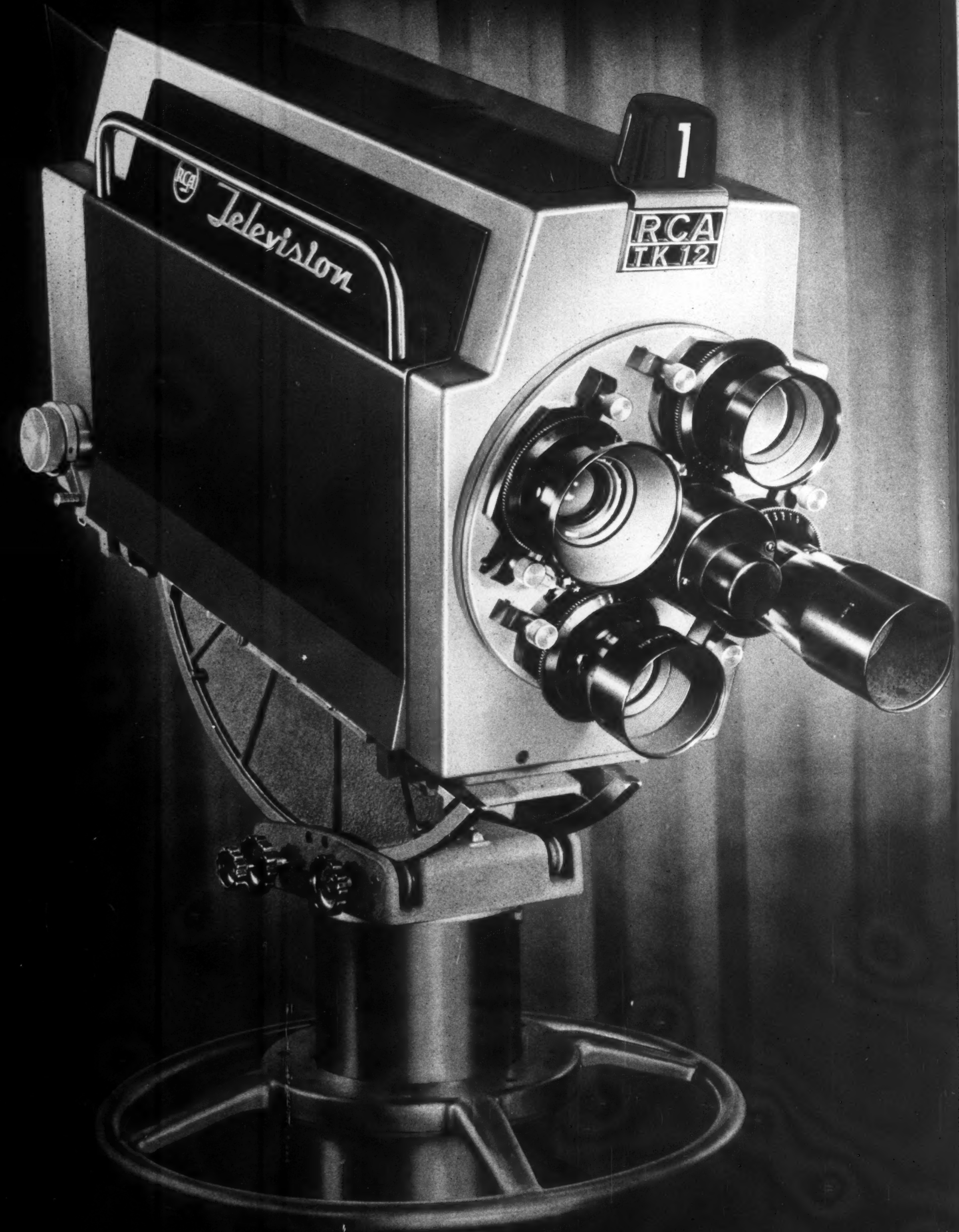
NEW YORK RADIO

think

wmca

wmca
THE VOICE OF NEW YORK
570 kc
the straus broadcasting group

Represented by AM Radio Sales


RCA
Television
1
RCA
TK 12

FOR . . . FINEST TV PICTURES!

TK 12

4½ INCH I.O. CAMERA

For Sales Impact • Unvarying Quality • Creative Effects

The RCA TK-12 is the camera you need, if you want the finest in television tapes, live programs, and commercials. It produces pictures with higher resolution, lower noise, and improved grey scale. Self-adjusting circuits prevent deterioration in picture quality, and RCA engineering has designed features, such as viewfinder display of special effects, and remote iris control, that enable you to do more with the TK-12.

You can use the TK-12 for making dramatic demonstrations of clients' products. Its big 4½ inch I.O. tube (plus advanced engineering) provides big picture quality, rivaling the finest photography. Improved grey scale preserves delicate differences in shading. Pictures are *naturally* free from "halo" and "blooming", without need for product spraying or painting. You can control contrast and mood as never before. You can produce tapes and live commercials that show the client's product sparkling in life-like detail.

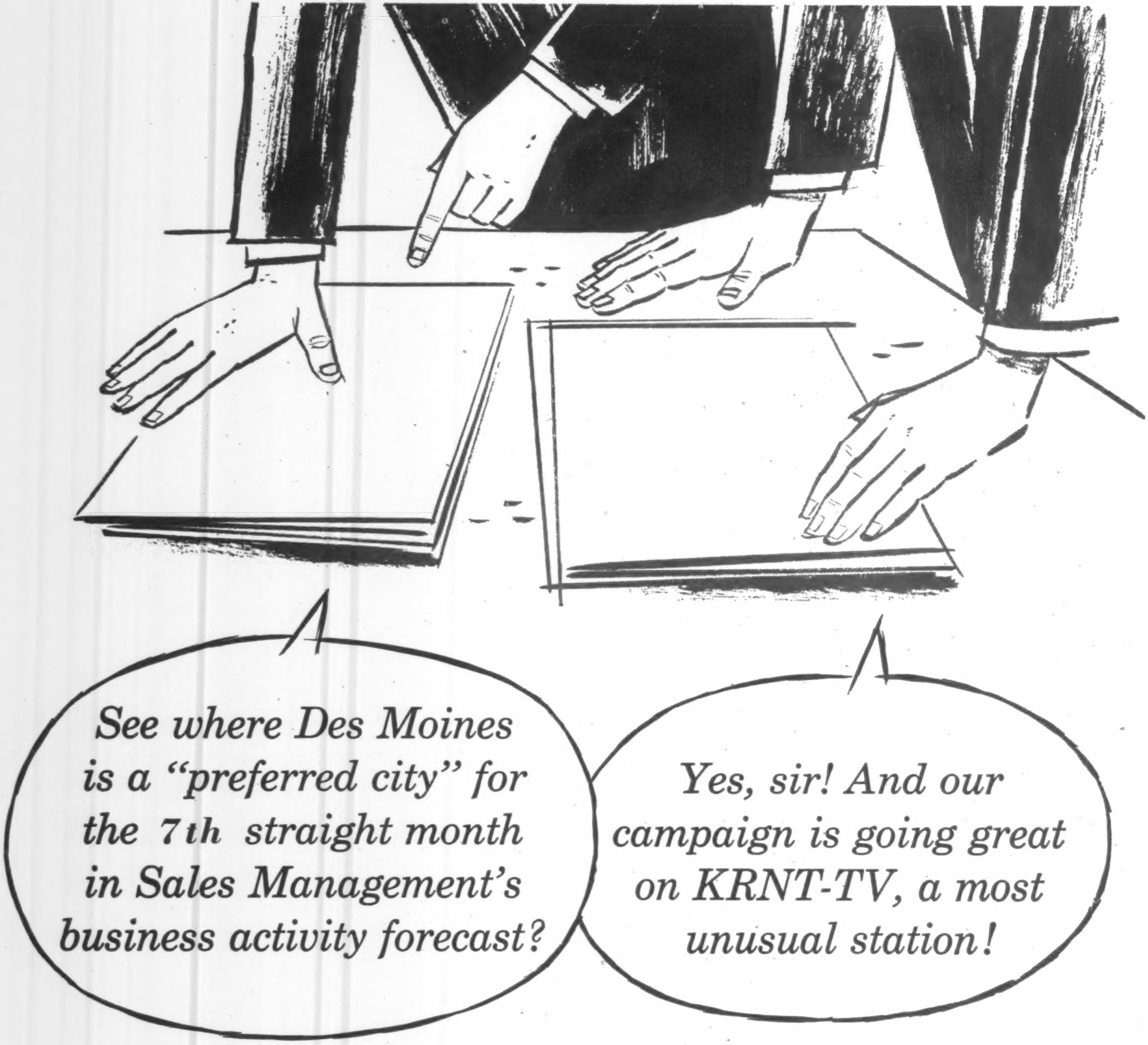
Self-adjusting circuits, built into the TK-12, eliminate variations in performance. These circuits compensate for changes in temperature, line voltage, and aging. Furthermore, long warm-up time is a thing of the past. Pictures are ready for use within minutes after the camera is turned on. This new mode of operation saves set-up time, reduces the number of controls, and assures unvarying picture quality.

RCA engineering has introduced many features that make the TK-12 the most versatile of cameras. An 8 inch viewfinder provides a much larger and brighter picture (200 ft. lamberts). Video effects can be seen on the viewfinder, permitting cameraman to adjust camera position for best advantage in overall effect. Remote iris control permits adjusting all lenses simultaneously, merely by turning a knob.

The RCA TK-12 is the camera you need if you want the finest picture in town. Its new and different look will convince clients that your studio is equipped with the best. Ask your RCA Representative for all the details. Or write to RCA, Broadcast and Television Equipment, Building 15-5, Camden, N. J.

RCA®

The Most Trusted Name in Television
RADIO CORPORATION OF AMERICA


See where Des Moines is a "preferred city" for the 7th straight month in Sales Management's business activity forecast?
Yes, sir! And our campaign is going great on KRNT-TV, a most unusual station!

The preferred stations in this "preferred city" are KRNT Radio and TV, leaders in ratings, leaders in community service . . . leaders in the billing parade. Our share of local television business in this major 3-station market has always averaged nearly 80%; our local radio business has always been way ahead in a 6-station market.

Most folks don't realize this about Des Moines — we're 36th in the FCC list of markets according to appropriation of national spot TV revenue. The same sources prove that Iowa's capital and largest city is a good radio market, too.

You *know* you're right when you buy these most unusual stations, KRNT Radio and TV, the stations people believe in and depend upon. And you know you're buying at the same low rate as everyone else when you deal with these responsible stations.

Buy "the live ones"— KRNT Radio and TV, Cowles stations ably represented by The Katz Agency.

KRNT

RADIO AND TV – Des Moines

An operation of Cowles Magazines and Broadcasting, Inc.

Papert, Koenig, Lois—$16 million billing in two years

To illustrate the humorous creative skill that saw Papert, Koenig, Lois Inc. leap from $75,000 in billing 22 months ago to a level of $16 million this month, the agency submitted these stills from two Pharmacraft Labs commercials.

Frame at left shows Big Chief Running Nose about to take 'his friend Coldene.' Allerest still at right, enough to frighten even the hardiest of allergy sufferers, says, "Ahhh nature—Ahhh choo!" Pharmacraft is a new PKL client.

Papert, Koenig, Lois Inc., New York, which only 9 months ago hopefully expected to be billing at the $10 million level in 1962, will be billing at the rate of $16 million per year.

This is the latest chapter in the rise of PKL, which in a year sprouted from an initial $75,000 billing to $6 million a year (BROADCASTING, March 6, 1961). The agency will be two years old Jan. 1, 1962.

Broadcast billing—virtually all of it in television (mostly in spot at this time)—is at the yearly rate of $7 million (the agency had predicted last March it would be $6 million deep in radio-tv in 1962).

PKL's latest client acquisitions were disclosed 10 days ago: Exquisite Form Industries (bras), representing $1.3 million in billings (the agency already had the Silf Skin and Magic Lady divisions as accounts billing some $700,000 a year) and National Sugar Refining Co. (Jack Frost and Quaker Brands), representing another $500,000 in annual billing.

The additional Exquisite Form business was acquired from Kastor, Hilton, Chesley, Clifford & Atherton. Young & Rubicam formerly handled the National Sugar Refining business.

These two new accounts along with Consolidated Cigar ($2.5 million) start billing on Jan. 1, 1962. At least 10 new accounts have landed at PKL this year—representing a total of $10 million overall, $4 million in broadcasting. The other accounts include Pharmacraft Labs (Coldene, Allerest); Ronson (electrical appliances); the *New York Herald-Tribune* (first-time use of tv); First National Bank of Miami; Faberge perfume, and Xerox Corp. (Xerox is in *CBS Reports* on CBS-TV, and Consolidated is in the *Ernie Kovacs* show on ABC-TV).

PKL has become noted in an unusually short time—even for the quickly-changing advertising business—for its adeptness in blending a wry humor and "sell" in its advertising, particularly in the tv commercials it prepares.

Board Chairman Frederic S. Papert and his co-executives at the agency have defined the approach as a belief in advertising as a very personal thing that must "talk to one guy at one time." Last week, Julian Koenig, president, in assessing the agency's future, said "if virtue is to be rewarded, we will be rewarded."

Not only is PKL adding clients but its present accounts are increasing their billing. Mr. Koenig emphasizes that although the agency's advertising "is usually light," it sells "hard." When the agency first went into business, he recalls, prospective clients commented, "We like your ideas, but will they sell?"

Only 22 months later, Papert, Koenig, Lois, now considered the "hottest agency" in New York's advertising fraternity, can point to the balance sheets.

When the agency started in January 1960, it opened its doors with 2,000 square feet of office space and a staff of six, including the three principals (George Lois is the third partner), Mr. Papert's wife, a bookkeeper and a secretary. PKL will have about 13,000 square feet of space (compared to its current 7,000) when it moves in two weeks to 9 Rockefeller Plaza from 375 Park Ave., and a staff of 80 employes.

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of whom seem to feel its sole purpose is to get the most profit from the least investment, Johnson Wax decided to celebrate its 75th anniversary with this kind of film, rather than a "whiskers founders" company history, Mr. Springer said. The company, which was founded in 1886 and began advertising that year, is the 11th oldest advertiser in the *Saturday Evening Post,* he said, and has been a pioneer in broadcast advertising as well. Johnson Wax began in radio in 1931 and in 1934 started *Fibber McGee and Molly* on a radio career which Johnson sponsored for 15 years. The company has also consistently used television, from its sponsorship of *Robert Montgomery Presents* a decade ago, to the *Red Skelton Show* today.

Kenneth C. T. Snyder, vice president of Needham, Louis & Brorby, Johnson agency, and director of the agency's radio-tv creative department, was chairman of the day at the meeting; George Allen, Guild, Bascom & Bonfigli, HAC president, presided.

RAB retail data tops retailer's—Sweeney

The radio industry now has more information on the sales resulting from retail advertising than any retailer, any chain or any other advertising medium, Kevin B. Sweeney, president of the Radio Advertising Bureau, told a meeting of the Advertisers Club of Cincinnati last Wednesday (Nov. 22).

RAB, he said, has sales figures from more than 10,000 individual radio and newspaper advertisements. He reported that the measurements have been conducted in stores doing almost $500 million a year in business.

Mr. Sweeney criticized the measurements available to many national advertisers for assessing the results of billions of dollars worth of advertising. He urged an all-media, all-agency, all-advertiser effort to "learn more about sales resulting from advertising and what can be done to improve the performance of advertising.

Shaggy fish stories by Log Cabin

When Aesop wanted to keep his audiences interested in his moral fables he invented the idea of talking animals and today, some 2,000 years later, it's still effective as an attention-holder.

Witness—as many Southern Californians already do — the new tv commercials for Log Cabin Bread, an Interstate Bakeries brand with distribution in the Los Angeles area. The 20-second animated spots have started on five Los Angeles tv stations—KABC-TV, KHJ-TV, KNXT (TV), KRCA (TV) and KTTV (TV)—in a saturation campaign that will continue into 1962, according to Hildred Sanders, vice president of Honig-Cooper & Harrington, Los Angeles, Interstate agency.

Each commercial opens with an animal entering a grocery store intent on procuring some Log Cabin Dog (or cat or fish or whatever kind of beast it is) Food Bread. Each spot closes with the animal leaving the store saddened by the information that "Log Cabin only makes people bread." In between, the dialogue includes a partial listing of the many varieties of "people bread" to be found under the Log Cabin label.

There are also spots featuring a fox, a cat, a dog and, just to be different, a Samurai warrior, all with the same basic theme and each ending with a "kicker" designed to leave the viewers laughing in the best show business tradition. Playhouse Pictures, Hollywood, produced the commercials, with Bernard Gruver responsible for story, layout and design and Bill Melendez as director. Miss Sanders was agency producer.

The first commercial goes like this:

FISH: **Do you have Log Cabin fish food bread?**

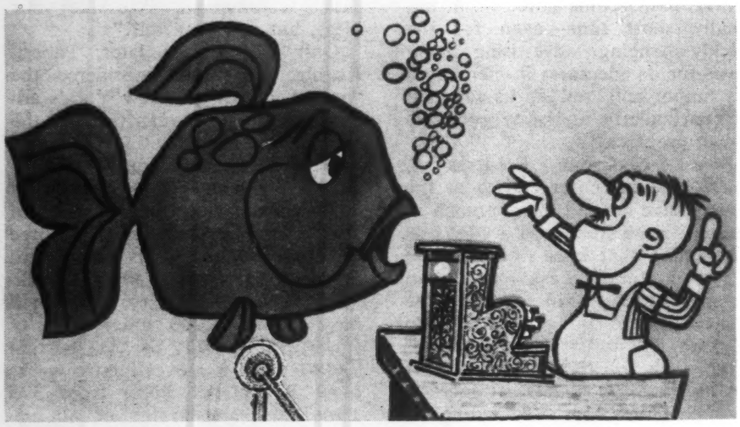
GROCER: **Sorry**

FISH: **. . . Oh . . . pity the poor fish**

GROCER: **Cheer up . . . Log Cabin makes a large variety . . . like Log Cabin Russian Rye, Jack La Lanne Cracked Wheat**

FISH: **. . . But no fish food bread?**

GROCER: **Sorry—Hey Harry . . . You should have seen the one that got away.**



Business briefly...

Peter Paul Inc., Naugatuck, Conn., has purchased time on 33 eastern tv stations to introduce its new candy bar, Chiffon. The campaign, which has already begun in some markets, will run eight weeks. Agency: Dancer-Fitzgerald-Sample, New York.

P. Lorillard Co. for Kent cigarettes has renewed its three-a-week participations in NBC-TV's *Jack Paar Show* through next March. Agency: Lennen & Newell, New York.

Mead Johnson & Co. has bought sponsorship in seven nighttime programs on NBC-TV, effective January. The programs include *87th Precinct* (Mon., 9-10 p.m.), *Laramie* (Tue., 7:30-8:30 p.m.), *Cain's Hundred* (Tue., 10-11 p.m.), *David Brinkley's Journal* (Wed., 10:30-11 p.m.), *Outlaws* (Thur., 7:30-8:30 p.m.), *Robert Taylor's Detectives* (Fri., 8:30-9:30 p.m.) and *Saturday Night at the Movies* (Sat., 9 p.m.-conclusion). Agency: Kenyon & Eckhardt, New York.

Agency appointments...

- Melmac dinnerware, a div. of Brookpark Inc., Cleveland, appoints Product Services Inc., New York.
- George Wimmer & Sons, West Point, Neb. (meat manufacturer), appoints Universal Adv., Omaha.
- Emge Packing Co., Fort Branch and Anderson, Ind., appoints Ruben Adv., Indianapolis.
- Bergen County (N.J.) Rambler Dealers Assn. appoints Geyer, Morey, Madden & Ballard Inc., New York.

Comparison of media suggested by Hunter

The missing link in media research is evaluation of the qualitative differences among various advertising media, John B. Hunter Jr., advertising director of the B. F. Goodrich Co., said Nov. 17 before the Chicago chapter of the American Marketing Assn. He addressed the second annual conference on measuring advertising effectiveness.

Mr. Hunter said he thinks just about everyone is getting embarrassed "by what we call the numbers game—by the ability of every publication, every network, every station to come up with some kind of data to prove it's best." He said every advertising manager needs to know the comparative performance statistics of media, "but let's get out of this welter of minutiae."

In the qualitative evaluation, for example, Mr. Hunter said, the advertiser might be able to determine more accurately whether or not some products are better off using tv instead of print, or print instead of tv.

Paul E. J. Gerhold, vice president of Foote, Cone & Belding, said there the only way to measure the sales effectiveness of advertising is to stop advertising. This can be done the same as in medical research, he said, by isolating certain market areas and conducting controlled experiments with and without advertising. It takes courage to do this, he said, but some companies have to do this to help guide them in how they invest their multi-million dollar budgets.

James C. Becknell Jr., research psychologist for E. I. du Pont de Nemours & Co., explained highly technical statistical methods of testing advertising comparatively. He urged caution in experimentation but said that if the advertiser gets results that are negative to his own preconceived ideas, it is wise to stick with the test results. "In an experiment you are observing the behavior you're most interested in, genuine sales under true market conditions," he explained, and not the opinions of relatives.

PI vitamin offer needs pep

An agency circulating a per-inquiry offer to broadcasters on behalf of a vitamin account has declined to say exactly how much pep and energy the campaign had generated among stations.

The PI offer was made in a letter

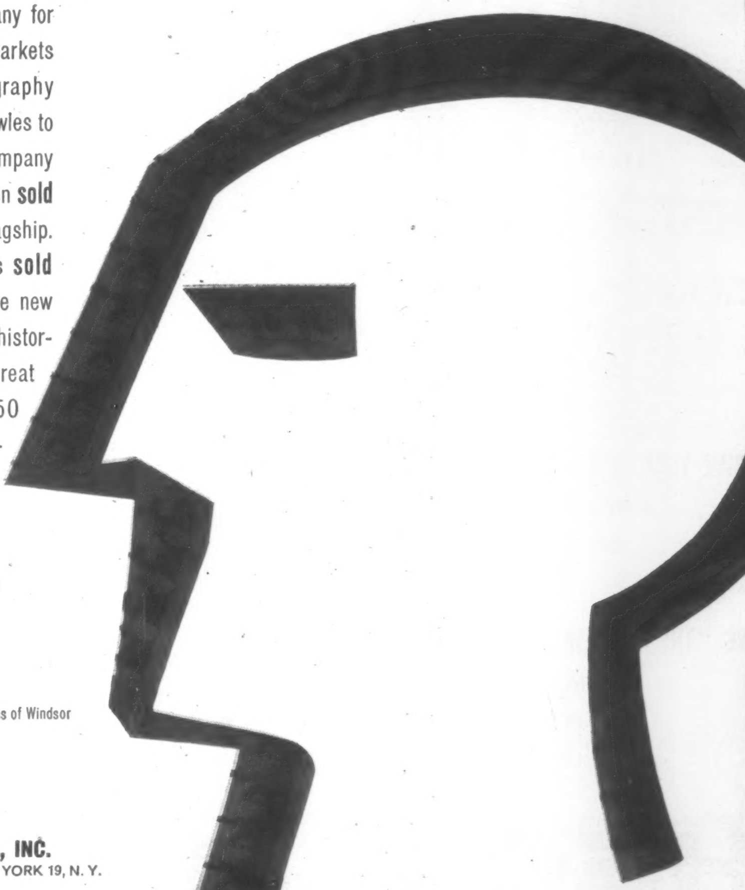
39 of the most fascinating half hours in Television History / Commentary by Mike Wallace
Produced by Jack Haley, Jr. / Directed by Mel Stuart / a David L. Wolper Production

biography

an exciting new look at the inside stories of great lives...

ALREADY SOLD IN TOP MARKETS

All on a 52 week basis — biography has been **sold** regionally through BBDO to Pacific Gas and Electric Company for 7 north and central California markets (including San Francisco). Biography has been **sold** via Benton and Bowles to Chemical Bank New York Trust Company for WNBC-TV. Biography has been **sold** to KRCA, NBC's Los Angeles Flagship. Everyone who sees biography is **sold** on the great appeal of this fine new series — with its dramatic use of historical and new film footage about great men (living and dead) of the past 50 years. These could be **your** 'lives'— for a bigger, better selling season.



films in production

Babe Ruth
Charles Lindbergh
General Douglas MacArthur
Mahatma Gandhi
Admiral Richard Byrd
Woodrow Wilson
Franklin D. Roosevelt
Clarence Darrow
Albert Einstein
Winston Churchill
Adolf Hitler
General Pershing
Harry Houdini
Thomas Edison
Will Rogers
Knute Rockne
Al Jolson
Duke and Duchess of Windsor
Sigmund Freud
Greta Garbo

call, wire or write for a screening at once:

OFFICIAL FILMS, INC.
724 FIFTH AVE., NEW YORK 19, N. Y.
PLAZA 7-0100

IN ROCHESTER, N.Y.
WHEC RADIO
Delivers Adults
at the lowest cost*
per thousand Listeners

*PULSE Special Audience Composition Age Breakdown
Rochester Metropolitan Area March 1961

THIS SIDE UP
PEOPLE
(FULL GROWN)
HANDLE WITH CARE

COST PER THOUSAND-LISTENERS OVER 25
7 AM TO 7 PM MEN AND WOMEN

WHEC	STATION A	STATION B
$2.14	$3.70	$3.26

AND IN "DRIVE TIME" (7 AM to 9 AM and 4 PM to 6 PM)
MEN AND WOMEN

WHEC	STATION A	STATION B
$1.72	$2.98	$3.00

AND DURING "THE HOUSEWIVES' HOURS" (9 AM to 1 PM)
WOMEN ONLY

WHEC	STATION A	STATION B
$2.54	$4.90	$4.07

WHEC BASIC CBS ROCHESTER
National Representative EVERETT McKINNEY, Inc.

by Fairfax Inc. on behalf of General Nutrition Corp. The letter, signed by Stanley I. Fishel, executive vice president of Fairfax, offered to pay stations at the rate of $1 per inquiry, commissionable, "to give away a FREE vitamin catalog" for General Nutrition. It said "almost one million people have responded to this offer," which was being carried "on several hundred radio stations throughout the country."

Queried at his office in New York, Mr. Fishel declined to give further details on either results or how the deal works. He did say the offer has been available for "a couple of years."

AGENCY PRESENTATION

Seven uncaught pitches listed by advertiser glad it's over

Shopping for a new advertising agency is one experience one advertiser wouldn't want to go through for "at least another 20 years. . . . Too many presentations left us listless and bored," Daniel C. Brown, advertising and promotion vice president of Baumritter Corp. (furniture), New York, said Nov. 21 at the League of Advertising Agencies.

Baumritter appointed Daniel & Charles "after a long search for a new agency to replace a 10-year relationship with Auerbach Assoc." Some 80 agencies offered to make presentations, 10 were selected but the list grew to 23. The most frequent cause for agency rejection: "The presentation was deadly dull," Mr. Brown said.

He has since analyzed the presentations to show agencies the errors of their ways and categorizes agencies or their presentations into the following seven "most serious" types: (1) agency blind to its own strengths—does not know what it is selling or how to sell it; (2) the "family album" agency—shows tear sheets of advertising for other, unrelated clients; (3) the "on-trial" agency—says "I really don't know what to tell you . . . so why don't you just fire away with your questions."; (4) the "mystery-team" agency—the president is introduced but not the promised "team" which will do the work; (5) the "medicine-men" agency—has a cure for "all our imagined ills"; (6) the "knock-the-competition" agency—has "analyzed" Baumritter's previous advertising efforts and is "quite well prepared to tell us how wise we are to be looking for a new agency," and (7) the "buckshot" agency—makes a pitch for any account.

The agencies which did impress Baumritter, according to Mr. Brown, gave presentations with "enthusiasm and purpose." They also "set high standards and told of the history and growth of the company, of the key men who had contributed to that success."

NOT EVERY MAN'S A KING in the up-and-coming KSLA-TV area . . . but most of the folks live like it. From their gleaming offices in sparkling new glass-and-steel skyscrapers to their smart air-conditioned suburban homes, *they live it up . . . and love it!* The big majority of them (check the figures) look to KSLA-TV for news they believe . . . programs they stay at home to watch. Ask our reps . . . Harrington, Righter and Parsons . . . about the *naturally rich* KSLA-TV market.

KSLA TV

KSLA-TV SHREVEPORT, LOUISIANA

Also in advertising...

Teen-Clear campaign ■ Aarbern Pharmacal Co., division of Wander Co. (Ovaltine), Chicago, has announced it has completed an agreement to purchase inventory and to be licensed to manufacture and sell the Teen-Clear products of P.M. Labs., Hampton, Iowa. Sales and marketing program begins immediately, and although final advertising plans are not set, extensive use of radio and newspapers is expected. Teen-Clear agency is Geyer, Morey, Madden & Ballard, Chicago.

Expansion plan ■ BBDO, New York, has expanded its international operations with the purchase of SIRPI, Milan, an Italian agency. The agreement was signed in New York by Charles H. Brower, president of BBDO, and Dr. Pier Filippo Gomez Homen, a founder of the Italian agency. Patrick Dolan, president of BBDO International, becomes chairman of SIRPI and Dr. Gomez, managing director.

New firm ■ The Grafaire Agency, a newly organized advertising and marketing firm, has opened in Memphis, Tenn. The new firm, operating as a division of Brunner Inc., 30-year-old printing company in that city, will perform all functions of advertising, marketing and public relations. Principals are Francis J. Brunner, president; H. Dean Flynn, executive vice president; J. L. Klein, vice president, R. E. Hisky, art director.

TvB principals tour Cadillac plant

Television Bureau of Advertising's three-day session in Detroit (BROADCASTING, Nov. 20) permitted broadcasters to get a first-hand look at the Motor City's vast auto assembly lines. During a tour of the Cadillac plant, all wearing protective glasses, (l to r): A. Louis Read, WDSU-TV New Orleans, TvB's new chairman of the board; S. Payson Hall, Meredith Broadcasting Corp., who was re-elected TvB secretary; A. W. Dannenbaum, Westinghouse Broadcasting Corp; Alvin Schrott, WJAC-TV Johnstown, Pa., and TvB President Norman E. (Pete) Cash.

Coupon mailings ■ Roy Whisnand, president of Coupon Jamboree Inc., Boston, has announced a series of projected coupon mailings to an estimated 25 million families in the first 200 markets in 1962. The cooperative mailings, he said, are part of a giant promotional and merchandising program that will be promoted by radio and television in each market. The coupons will be delivered by the post office.

THE MEDIA

FINALE AT JACKSONVILLE

Collins, Martin sidetrack resolution that would open the way for FCC stronger hold on programming

Broadcasters attending the final NAB fall conference meeting in Jacksonville, Fla., last week almost got themselves into a hole on the subject of a depth study of radio. They were extricated by the combined efforts of NAB President LeRoy Collins and meeting chairman Dwight W. Martin WAFB-TV Baton Rouge, La.

The pit appeared when F. C. Sowell, WLAC Nashville, Tenn., introduced a resolution asking the FCC to make a study of radio's technical standards and economic well being. Implicit in the suggestion was the effect of "over-licensing" of am radio stations on program quality.

Frank Gaither, WSB Atlanta, Ga., warned that danger lay ahead in the reference to programming. He asked that the resolution be amended to eliminate any reference to programming.

It wasn't until Gov. Collins and Mr. Martin raised the spectre of government intrusion into broadcasting that the motion was withdrawn. A substitute "consensus" of the 200-odd broadcasters urged the NAB Board to study the matter and decide whether such an investigation should be made by the FCC or the industry.

Radio's Fate ■ Radio's economic status was the top subject at the one-day meeting—the final session of the association's 1961 season.

The hope that something be done to control am radio station proliferation was given impetus in recent months primarily by the speech of FCC Commissioner Frederick W. Ford at the Kentucky Broadcasters Assn. last month. In this, the Republican former chairman of the commission raised questions about the effect radio overpopulation was having on the financial stability of broadcasters and the concommitant impact on programming. Mr. Ford suggested the possibility of a study on this.

Gov. Collins explained that this subject was at the top of the NAB Board's agenda at its next meeting Jan. 29-Feb. 3, at Sarasota, Fla. He warned that some broadcasters were dubious about letting the government decide whether or not a market should have additional radio stations. This, he pointed out, could involve rate regulation and possibly public utility control.

Some form of study should be made, however, the NAB president acknowledged. He suggested that this might perhaps be done by the committee now working on a research and training center.

Rule By Wink ■ Considerable discussion took place about regulation by "lifted eyebrow." Vincent T. Wasi-

"MR. PEPPERMINT"—a wholesome children's hour exemplifies

the QUALITY TOUCH

MR. "WIGGLY" WORM

Network caliber with the plus features that only local programming can provide! A brainchild of Jerry "Mr. Peppermint" Haynes and director Vern Dailey, this refreshing early morning children's hour has captured the fancy of the pre-school set to such an extent it whips all competition in every time period. When "Mr. Peppermint" makes personal appearances . . . clear the deck! When he endorses a product . . . his small-fry "Gumdrops" clear the shelves. And it is all handled in best of taste. Special sets take them on cruises to far-a-way lands. His animal friends instill a love and understanding of nature. His affectionate manner endears all, including the mothers.

Yes, this one is available for spot carriers or segment sponsorship. If you want that "quality label" associated with your campaign just say, "Open Sesame, Mr. Petryman"!

WFAA-TV

channel 8

Represented by Edward Petry & Co., Inc. The Original Station Representative

WFAA
The Dallas Morning News

AT *"Communications Center"*® DALLAS

WFAA • AM • FM • TV—THE DALLAS MORNING NEWS lewski, NAB executive vice president, stressed that this does not mean regulation. Until a broadcaster "lays his license on the line," Mr. Wasilewski repeated, the technique cannot be legally fought.

Gov. Collins stressed that the industry must react to what the FCC does, not by what its members say.

Asked to characterize FCC Chairman Newton N. Minow, the association leader described him as "very intelligent, sincere, and with a deep feeling of a mission to challenge broadcasters to do a better job." He knows his legal limitations, Gov. Collins added, and he knows that broadcasters alone are responsible for what goes over the air from their transmitters.

"Nothing Mr. Minow or the FCC has done can be considered censorship," Gov. Collins stated.

Other highlights of the Jacksonville meeting:

- NAB's code review staff is going to exert more influence on network programming and commercials, Gov. Collins said in his luncheon speech. Asked to clarify this statement, the NAB president explained that until now the code review staff has not entered network affairs. This has been due, he explained, because of lack of staff. The time has now come to embrace all of broadcasting, he said. Gov. Collins emphasized that no reflection was intended on network programming or commercial practices; "They have been doing a fine job."
- A suggestion was made to establish a broadcasters national library in Washington as a depository for outstanding programs and mementos of broadcasting's history. The suggestion was made by Joseph L. Brechner, WLOF-TV Orlando, Fla.

Gov. Collins explained that there already was a hall of fame committee. He referred to the need NAB has for more office space and wondered whether the two ideas could not be merged to provide for a broadcasting building in Washington housing both the NAB offices and a library-museum.

- Members heard a report from Charles M. Stone, radio code affairs director, that the best confirmed estimate showed 28 radio stations carrying hard liquor advertising. None are code members, Mr. Stone emphasized, and only three are NAB members. None of the agencies involved is a member of the American Assn. of Advertising Agencies, Mr. Stone stated, and the distillers advertising are not members of the Distilled Spirits Institute. Sixteen of the 28 stations, Mr. Stone reported, are fm outlets.

1 plus 1 usually equals 2

When KXLY-TV Spokane bought a wallaby (Australian Marsupolia) from the San Diego Zoo in August for its new childrens' show, *Mr. Wallaby and Jack*, the station hardly suspected it was getting two wallabys.

But the tiny tots invited as guests of the stations *Mr. Wallaby and Jack* show, could count better than their elders, evidently, because they claimed there were two wallabys present, although only one was accounted for. The startled adults, after a count of wallabys that did total two, conceded that *Mr.* Wallaby was indeed *Mrs.* Wallaby. As the show's host, Jack Bainter, was heard to remark, ". . . but who would suspect a wallaby would have a secret like that up its sleeve . . . that is, in its pocket?"

Stanton newsletter mailed to employes

Dr. Frank Stanton, CBS Inc. president, has adopted a policy of sending newsletters to employes from time to time.

The first one last week proved to be a comprehensive summary of nearly all CBS activity, starting with a capsule report on the broadcast company's 34-year history and ending with short takes of "general interest."

Highlights: CBS has grown from a radio network of 16 stations to a company that is in radio, tv, phonograph records, electronics research and other related activities. It operates a worldwide news organization; both a radio and a tv network; seven am radio and seven fm radio stations; has interests in tv-set-making foreign firms, in picture tubes, phonographs and phonograph records; distributes tv programming overseas (more than 80,000 half hours in 45 countries); produces animation for tv; licenses things from books to games; markets home entertainment programs with encyclopedias and film projectors, and develops microminiature components for space satellites.

Dr. Stanton said that in view of CBS's increased size, communication has proved increasingly difficult and he's taking the newsletter avenue to keep everyone abreast of the latest important developments.

Dr. Stanton wrote about CBS's gift of equipment and studios to WGBH-TV Boston (educational tv station destroyed by fire); new CBS Labs products; the two-part program, *Eisenhower on the Presidency;* CBS Radio's "net alert" system (alerting stations to news bulletins and special programs).

Mutual holds affiliation party in Miami

Mutual last week observed the affiliation of WINZ Miami and WINQ Tampa with a party in Miami that attracted some 600 guests including MBS President Robert Hurleigh and the network's stable of commentators. The Mutual personnel and other guests flew to Miami in the parent company's (Minnesota Mining & Manufacturing Co.) plane, stopping at Tallahassee to meet students of Florida State U. At the Tallahassee airport: (l to r) commentator Westbrook Van Voorhis, Dr. Bernarr Cooper, head of FSU radio-tv department; commentator Tony Marvin; Arthur Deters, WTAL Tallahassee general manager; Weldon G. Starry, representative of the governor's office; commentator Del Sharbutt, Mr. Hurleigh, Frank Deller, Frank Erwin, assistant to MBS president; Victor C. Diehm, owner of WTAL; Phil D'Antoni, sales manager, MBS.

Stanton, Edwards honored

Dr. Frank Stanton, president of CBS Inc., and CBS news correspondent Douglas Edwards were honored last Tuesday (Nov. 21) by the department of journalism at San Jose State College (Calif.) for distinguished service to

NOW FULL - TIME In Rochester, N. Y.

It is with a feeling of great pride, together with a complete awareness of tremendous responsibility, that Station WHEC-TV has taken over full-time control of CHANNEL 10, Basic CBS in Rochester, N. Y., after an extremely pleasant share-time association with Station WVET-TV.

We wish our former partner (now our respected competitor) the very best of success in helping to provide for Rochester viewers the inestimable bounties of top-level Television. Whether as partners or competitors, this must be our joint aim.

We at CHANNEL 10 (WHEC-TV) pledge to our ever-broadening audiences and our ever-growing group of sponsors that we will continue with renewed effort to maintain our present top position in the broad Rochester area that we serve.

WHEC-TV

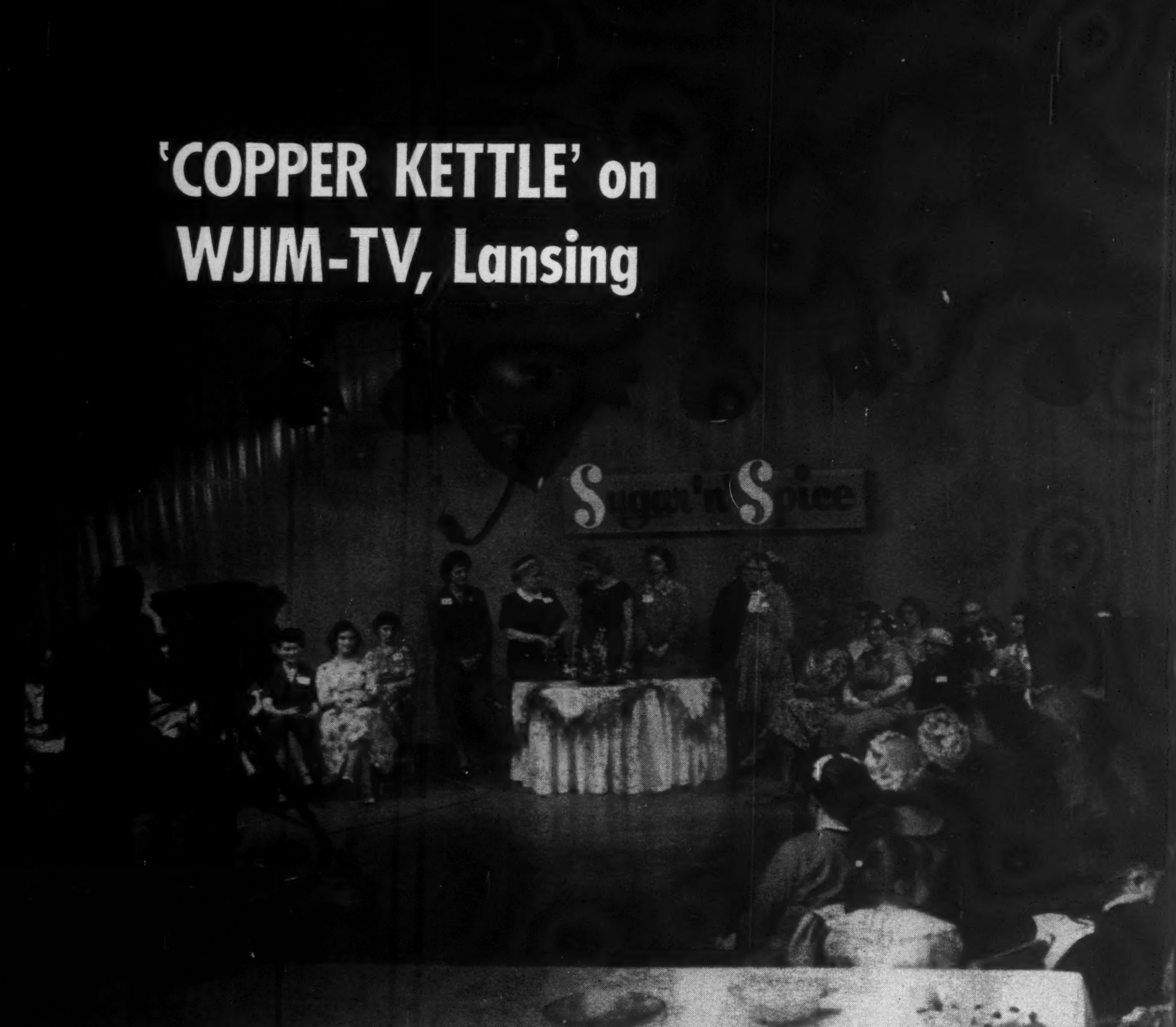
FULL CHANNEL

10

CBS
ROCHESTER
N.Y.

Represented by EVERETT McKINNEY, Inc.

'COPPER KETTLE' on WJIM-TV, Lansing



CHOSEN FROM OVER 10,000 ENTRANTS in Martha Dixon's Sugar 'n' Spice Competition, the top winners here receive their awards from Martha on a Copper Kettle telecast. Besides a program-association of exceptional prestige, Copper Kettle advertisers get the advantage of live product-demonstration. As state capital and home of Michigan State University, Lansing provides many important guests that help keep Copper Kettle bubbling merrily.

Prime example of program leadership by alert management, enabling creative talent continually to build new vision into Television on stations represented by **BLAIR-TV**

"Condensed into one sentence, our program-pattern is simply this: *To give families throughout our service area the greatest available values in culture, information and entertainment.* Into this pattern 'Copper Kettle' fits perfectly. So does 'Teleclass Six' which rates college credit. So do our newscasts, with extensive on-camera coverage of Michigan news. Consistent response proves that our viewers *and our advertisers* appreciate the special quality of WJIM-TV production."

HAROLD F. GROSS
President, WJIM-TV

The 'extra' that builds audience...and sales

It takes something extra to make a Home-Maker Show click. And Copper Kettle, on WJIM-TV, has what it takes.

Every day it presents an exciting range of home-making features and guest-interviews — all with a special woman-interest angle.

Martha Dixon, magnetic hostess of Copper Kettle, is a leading Home Economist. Her suggestions develop immediate in-store response. And the yearly mail-response hits six figures.

Copper Kettle is just one of many program-areas where WJIM-TV's success is conspicuous. In education, for example, 'Teleclass Six' directed by Dr. Maria Elena Morris, teaches college-level Spanish for college credit.

And in news, both national and local, WJIM-TV is outstanding. For on-camera news, equipment includes two remote news cars, police and fire monitoring contacts, film and slide cameras, telefax photo service, processing lab . . . plus a network of correspondents throughout the state.

* * * *

To Blair-TV, creative cultural programming by great stations like WJIM-TV is a constant source of inspiration. We are proud to serve more than a score of such stations in national sales.

BLAIR-TV

Televisions's first exclusive national representative, serving:

W-TEN—Albany-Schenectady-Troy
WFBG-TV—Altoona-Johnstown
WNBF-TV—Binghamton
WHDH-TV—Boston
WCPO-TV—Cincinnati
WEWS—Cleveland
WBNS-TV—Columbus
KTVT—Dallas-Ft. Worth
KFRE-TV—Fresno
WNHC-TV—Hartford-New Haven
WJIM-TV—Lansing
KTTV—Los Angeles
WMCT—Memphis
WDSU-TV—New Orleans
WOW-TV—Omaha
WFIL-TV—Philadelphia
WIIC—Pittsburgh
KGW-TV—Portland
WPRO-TV—Providence
KING-TV—Seattle-Tacoma
KTVI—St. Louis
WFLA-TV—Tampa-St. Petersburg

American journalism. Dr. Stanton was cited for leadership which "encouraged and promoted the highest journalistic standards" for television during its formative years. Mr. Edwards' award was for his "distinguished contribution" in "dissemination" of tv news.

FCC men talk with etv men

Two FCC staff members will hear an informal report on educational tv during a meeting of the affiliates committee of the National Educational Television & Radio Center in New York today (Monday) and tomorrow.

Hyman H. Goldin, chairman of the FCC's office of research & education, and James O. Juntilla, assistant to the chief of the Broadcast Bureau, will confer with officers of the center on NET network operations, and with committee members who are managers of NET-affiliated stations.

Stop dollar squabble, unite, radio men told

Radio broadcasters have been so busy fighting each other for the dollar that they have forgotten to sell radio as a basic medium, Ralph W. Beaudin, president of WLS Chicago, told the Nebraska Broadcasters Assn. last week. He called for a stop to this "intra-mural bickering" if radio is to grow. NBA held its annual meeting Monday and Tuesday at Grand Island.

Mr. Beaudin said he did not agree with suggestions for dropping ratings, however. Without ratings there would be no basic yardstick of any kind, and only worse confusion among buyers, he said. Without ratings to give some measure of what the advertiser is buying, Mr. Beaudin explained, selling costs would soar, rate card practices would deteriorate, and the station op-

KTRK-TV formally dedicates new facilities

Present at the dedication of KTRK-TV Houston's new $1.5 million studio area Nov. 20 were (seated l to r): Willard E. Walbridge, executive vice president of KTRK-TV, Oliver Treyz, ABC-TV president; John T. Jones Jr., president of the station's licensee, Houston Consolidated Tv Co.; Vice President Julius Barnathan of ABC-TV.

Standing (l to r): Jack Harris, KPRC-AM-TV Houston vice president and general manager; Director Louis Hausman of the Television Information Office, John F. Dille Jr., WSJV (TV) South Bend, Ind., and chairman of the ABC-TV affiliates board; James C. Richdale Jr., vice president and general manager of KHOU-TV Houston; and C. B. Locke, general manager of KFDM-AM-TV Beaumont, Texas.

KTRK-TV's new facilities, located at 3310 Bissonnet Ave., Houston, are of decidedly contemporary design. The building is the first round studio edifice in the U.S., according to Lloyd & Morgan, architects. The curved outer walls are designed to eliminate wasted corner space, and are surfaced in white stone with vertical lines of blue tile. Station offices are located along a 281-foot "L"-shaped wing, separated from the studio area by a 36-foot pool.

Speakers at the dedication—the date of which coincided with KTRK-TV's seventh birthday—were Wright Morrow, the station's board chairman; president John Jones, and Mr. Treyz. Mr. Treyz lauded the progress of ch. 13, and told some 400 Houston civic leaders that ABC-TV's news department is making impressive strides.

Staff of WTFM(FM), 24-hour fm stereo outlet, displays shop

WTFM (FM) Lake Success, N.Y., which went on the air Saturday (Nov. 25), broadcasting fm stereo 24 hours-a-day, may be the forerunner of a seven-market fm stereo group. That's the goal expressed by Gerald O. Kaye, board chairman of Friendly Frost Inc. FF's broadcast division owns and operates WTFM, as well as WGLI and WQMF (FM), both Babylon, N.Y.

The new outlet, which Friendly Frost's subsidiary, Waters Construction Co., built from the ground up specifically for fm stereo, is part of a unique broadcasting-merchandising sound center. An important aspect: the station was "in the black" even before it went on the air. Mr. Kaye, at a preview of the facilities last week, said the station's Saturday time (10-hour stereo "spectaculars" are scheduled on that day) is sold out for the next six months.

A major share of WTFM's initial advertising is coming from stereo fm set manufacturers themselves, including Admiral, DuMont, Emerson, General Electric, Grundig Majestic, Motorola, Philco, Pilot, H. H. Scott, Stromberg-Carlson, Westinghouse and Zenith. The station announced its own dealer-support program last week with full page ads in New York newspapers. The retailers also are provided with special promotional kits.

Friendly Frost is generally known in the New York metropolitan area as a 29-outlet chain of appliance discount stores, with a substantial business in radio set sales. To insure full dealer support of WTFM, Mr. Kaye said the Friendly Frost name will not be mentioned over the station. He asserted that the Friendly Frost stores "will get their fair share of the rising volume of business which will result."

Mr. Kaye emphasized that the promotion of fm stereo by its sponsor lineup will answer "those critics who have alleged a lack of support for the new medium by the set manufacturers."

'Round The World In Stereo ▪ WTFM's programming is international in scope. Its seven program hosts were hired for the contributions they will be able to make to the station's "continental" format. The hosts speak a combined total of 20 languages, Mr. Kaye said.

Agreements have been made with foreign broadcasters for exchange of tapes. "We started accumulating our library of 50,000 stereo selections the day the FCC approved multiplexing last June," he said.

Friendly Frost expects part of the predicted increase in stereo fm set sales to be reflected in its Volare Sound Salon, a wrapped-in-glass retail outlet adjoining the WTFM studios and the WTFM Recording Studios, which is a third operation in the half-million dollar complex. The recording studios offer professional facilities for disc and tape stereo recording with the latest equipment.

WTFM is located on the Long Island Expressway at 174th St., Fresh Meadows 65, New York. The station operates on 103.5 mc at 20 kw. David H. Polinger supervises the 32-man programming and sales staff.

erator would be forced "to do all those dirty things we have been saying our competition has been doing all these years."

To sell radio more positively, Mr. Beaudin suggested, it might pay to go out and compliment an advertiser for making a radio buy on a competitive station instead of telling the salesman "to get over there and find out what they are doing on that teenage station or that old people's station, or whatever the case may be." Stations might even stop their name-calling long enough to "team up" and sell radio together, he said.

The association also passed a number of resolutions. Among them: (1) asked the Nebraska congressional delegation to oppose all bills to provide direct federal aid or matching funds for educational radio and television. (2) Encouraged development of a uhf statewide educational tv network in Nebraska. (3) Urged the FCC temporarily to suspend the granting of new licenses until a survey can be made to determine the radio needs of the public and the economic health of existing stations. (4) Asked the National Assn. of Broadcasters to seek re-evaluation of the Conelrad program.

Listeners cry, 'No you don't'

The *San Francisco Examiner* Nov. 6 dropped its daily radio log listings, planning to publish only a "Radio Highlights" section naming six or eight programs selected as outstanding listening for the day. The public reaction was immediate and so overwhelming negative that the *Examiner* reinstated the daily radio log listings three days later.

WLBW-TV on air; WPST-TV goes dark

WLBW-TV went on the air last Monday (Nov. 20) as Miami's ch. 10 outlet and ABC-TV affiliate, replacing WPST-TV in both roles. L. B. Wilson Inc., permittee of WLBW-TV, received a delayed ch. 10 grant after the other three original applicants had been disqualified because of *ex parte* contacts on their behalf with the FCC.

The original grant to National Airlines' Public Service Tv Inc. was revoked and, after all legal recourses had been exhausted, WPST-TV went dark permanently last Monday by order of the commission. WLBW-TV is operating under special temporary authorization, good for 90 days. The station has not as yet applied for a license and the commission has announced that WLBW-TV's first license period will be for a period of four months.

Competing applications for ch. 10 will be accepted at the time WLBW files its first renewal request, an FCC official indicated. L. B. Wilson also owns WCKY Cincinnati. Charles H. Topmiller is president and general manager of WLBW-TV and Thomas A. Welstead is vice president for sales.

Approximately half the WPST-TV staff remained with the new ch. 10 station, but none of them were department heads, a WLBW-TV spokesman said.

Baker Moves ▪ George T. Baker, president of WPST-TV, made a final plea to the FCC in a letter asking for reconsideration. The Baker letter was discussed and rejected by the commission last week. In a reply to Mr. Baker, the agency said the case had been fully heard by the FCC and the courts and that no new information has been submitted to warrant reopening the case.

In a personal statement telecast by WPST-TV shortly before it went dark, Mr. Baker denied "with vigor" that anyone connected with WPST-TV or National Airlines did anything improper. He said that since the FCC decision revoking WPST-TV's grant "a forthright new chairman" has been appointed to the FCC. Mr. Baker said the new administration has created the "unmistakable impression that major changes and improvements . . ." are due in tv. "It is our firm hope that in the not too distant future we will again be serving Miami with the finest in television," he said.

The Baker statement also was published as an advertisement in Miami and Washington, D.C., newspapers.

Within A 24-Hour Period...

AP radio and tv stations had ---

THE ASSOCIATED PRESS

A 17-minute beat on the death of House Speaker Sam Rayburn.

THE ASSOCIATED PRESS

AP

THE ASSOCIATED PRESS

A 19-minute beat on the murder of Italian UN airmen in the Congo.

THE ASSOCIATED PRESS

A one hour and 31-minute beat on the mutiny of 2,000 Congolese soldiers.

FIRST
in Acceptance

FIDELIPAC®

AUTOMATIC TAPE CARTRIDGES by
CONLEY

The cartridge that made station automation possible

. . . Fidelipac Tape Cartridges by Conley. First and still best. Result! More successful broadcasters use Fidelipac Cartridges by Conley than any other.

Fidelipac assured dependability—its greater acceptance—result from these features:

• easily handled • easily stored • easily reloaded • minimized tape breakage • your present equipment was made to handle Fidelipac • increased tape life • varying sizes permit programming from seconds to hours on a single cartridge • automatically cued and ready for instant use • technical perfection in every detail.

Be sure every time . . . put efficiency, economy, quality into your broadcast operations by putting Fidelipac Cartridges by Conley to work for you . . . for spot announcements, themes, station breaks, and delayed broadcasts.

Standard Lengths
In Three Cartridge Sizes:

Model 300 —with up to 300 feet of single coated tape
Model 600 —with up to 600 feet of single coated tape
Model 1200—with up to 1200 feet of single coated tape

Ask for
FIDELIPAC "THE STANDARD OF THE INDUSTRY"
from your regular source of supply

CONLEY

CONLEY ELECTRONICS CORPORATION
1527 Lyons Street • Evanston, Illinois

FCC BIRTH CONTROL ASSIST?

Queries on station transfers underline attrition move against 'over population', Florida broadcasters told

The FCC has begun to ask questions about station ownership transfers. Where broadcast properties have a "long and substantial" record of losses and the buyer is making a small down payment with heavy payments over a period of years, the Broadcast Bureau is now asking the buyer:

How are you going to carry out your program proposals and still meet your payments?

This latest FCC activity was reported by James O. Juntilla, assistant chief of the commission's Broadcast Bureau, in a speech last Tuesday to the Florida Assn. of Broadcasters, holding a one-day seminar in Jacksonville.

The Florida operators also heard Marcus Cohn, Washington communications attorney, urge that they institute a regular critical review of newspapers and magazines on their stations. This would be one method of answering the current spate of derogatory articles about broadcasting in national magazines, he said.

Fine, But ▪ Mr. Juntilla told FAB members the increasing number of radio stations in individual cities has resulted in deterioration of program quality. Too many stations in the same market, he said, "result in formula programming and in narrowing and lowering of the level of program service."

He continued: "Recently we have begun to wonder whether the expansion has been as constructive as we had originally hoped. It has not cut into the white areas [areas with little or no nighttime service]; in fact the white areas of 1945 are the white areas of today. The expansion has clogged channels with a resultant general increase in interference and widespread reduction in the service areas of individual stations" (also see editorial, page 102).

This subject was discussed formally for the first time by FCC Commissioner Frederick W. Ford last month in a speech to the Kentucky Broadcasters Assn. It also was the main topic during the NAB fall conference meeting in Jacksonville last Monday (see page 44).

Losers All ▪ Mr. Juntilla said that roughly one-third of all am radio stations lost money in 1960. About half of all radio stations 1,688, he emphasized, either made no more than $10,000 or lost no more than that amount in 1960.

"The fact remains," Mr. Juntilla observed, "that for a very substantial number of am stations the margin of profitability is extremely narrow."

There are 438 standard broadcast stations which have lost money consistently for the last three years, he reported.

How do these stations find buyers? At this point Mr. Juntilla disclosed the Broadcast Bureau is beginning to ask questions "in the most extreme cases."

Federal Subsidy ▪ Mr. Cohn leveled his attack at newspapers and magazines on the basis that they are receiving a subsidy in the form of second class mailing privileges amounting to $1.5 billion a year. He noted that the Post Office Department nowhere asks what is being done for the public through this subsidy.

The day will come, he prophesied, when the government may very well ask publishers to justify this subsidy in the same terms as broadcasters are now required to apply for licenses—the public interest, convenience and necessity.

The FCC's present interest in programming is not censorship, Mr. Cohn held. There is legal backing to permit the commission to express an interest in programming, he said.

If the FCC withdraws from this field, he warned, Congress will step in with legislation for a mandatory program allocation.

The FCC's recent move requiring applicants to survey the communities they seek to serve should be "hailed as the Magna Carta of broadcasting," Mr. Cohn maintained. It proves, he said, that the commission realizes it cannot know the needs and desires of 2,500 communities—that it is the individual broadcaster who knows his community.

Other highlights of the FAB seminar:

▪ Station management should create a climate for creative programming. This was urged by William Kaland, national program manager of the Westinghouse stations. Programs are the only thing people listen to or watch, he said. Too many station managers have abdicated this responsibility to outsiders—to networks, packagers or syndicators. He warned, also, that feature films for tv are not going to be available forever to stations.

▪ A recommendation for the establishment of a national broadcast editorial contest as a substitute for the recently relinquished Voice of Democracy contest was adopted by the FAB board. The suggestion was made by Joseph L. Brechner, WLOF-TV Orlando, who also urged that the state association sponsor such a contest on a statewide basis as

announcing
HR
Representatives, Inc.
WPAT
radio

***"In the air everywhere in New York"* WPAT, owned and operated by Capitol Cities Broadcasting Corp. serving the New York metropolitan area with fine music and news, is proud to announce the appointment of H-R REPRESENTATIVES, INC. as exclusive national representatives effective December 1st.**

a beginning.

- Arthur Gilbert, FCC engineer in charge of the Southeast region, urged broadcasters to see him when they have problems. He ran through a list of technical faults which, he said, seems to be consistently troublesome throughout the area.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

- WDOK-AM-FM Cleveland, Ohio: Sold by Frederick C. Wolf and associates to Transcontinent Television Corp. for $1.4 million (CLOSED CIRCUIT, Nov. 20). TTC, which has just disposed of its WROC-FM-TV Rochester, N. Y., for $6.5 million (BROADCASTING, Nov. 20), announced that Mr. Wolf would be retained in a management capacity. TTC operates WGR-AM-FM-TV Buffalo, N. Y.; WDAF-AM-FM-TV Kansas City, Mo.; KFMB-AM-FM-TV San Diego, Calif., and KERO-TV Bakersfield, Calif., and owns 60% of WNEP-TV Scranton, Pa. WDOK, founded in 1950, operates full time with 5 kw on 1260 kc. Broker was R. C. Crisler & Co.

- KVLG LaGrange, Tex.: Sold by Colorado Valley Broadcasting Co. to Vernon R. Nunn, general manager of WIZZ Streator, Ill., for $49,500. KVLG operates with 250 w daytime on 1570 kc. Broker was Patt McDonald Co.

- WKLE Washington, Ga.: Sold by H. L. Webster and associates to J. S. Carter, Gastonia, N. C., and J. Norman Young, manager of WEGO Concord, N. C., for $45,000. WKLE, founded in 1955, operates daytime only on 1370 kc with 1 kw. Broker was Paul H. Chapman Co.

- KUTY Palmdale, Calif.: Sold by Harold Singleton to Pat Michaels Organization for $100,000. Mr. Michaels is a newscaster for KLAC-TV Los Angeles. Mr. Singleton also owns 50% of KITN Olympia, 16⅔% of KORD Pasco and 14% of KITI Chehalis, all Washington. KUTY is a 1 kw daytimer on 1470 kc. It holds a construction permit for 5 kw. Broker was Jack L. Stoll & Assoc.

APPROVED ▪ *The following transfer of station interests was among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 90).

- WMNS Olean, N. Y.: Sold by Donald W. Merriman and associates to H. C. Mosch, J. C. Gleason, F. K. Reed and W. C. Goodlet for $110,000. Mr. Reed has an interest in WFRM Coudersport, Pa.

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PUBLIC RELIANCE ON TV

Towns hit by Hurricane Carla give tv highest media score

Television rated highest among the media for weather news during the Hurricane Carla emergency, according to the findings of an independent research study commissioned in Galveston and Houston three weeks after the disaster.

The findings were revealed by C. Wrede Petersmeyer, president of the Corinthian Broadcasting Corp., at a New York conference on the role and responsibilities of television during national and regional emergencies. The conference, moderated by Mr. Petersmeyer, included Colonel Barney Oldfield, chief of information for the North American Air Defense Command (NORAD), Paul Kutschenreuter, assistant chief for technical services for the U.S. Weather Bureau, and Anthony Wiener, senior staff member of the Hudson Institute.

Mr. Petersmeyer pointed out that not only did some two thirds of the respondents rely on television over other media for their weather news but that as the storm crisis increased, respondents switched "overwhelmingly" from other media to tv.

KHOU-TV Houston, played a key role in the emergency, setting up a tv camera in the Galveston Weather Bureau and fed live telecasts throughout the emergency period (BROADCASTING, Sept. 18). The station was cited by many respondents for its service during the disaster.

The survey's general conclusion was that television had performed the "most complete factual job of informing the public at the height of Carla." Even community leaders, traditionally newspaper-oriented, relied on tv for their storm information.

Goods-for-time trading up 32%, reports Reiner

A survey of 200 radio and television stations by S. J. Reiner Co., Mineola, N.Y., shows that trading of merchandise for open spot time on stations has increased 32% from 1960.

The Reiner organization, which specializes in what it calls "reciprocal trading," uncovered the following uses of merchandise by the stations it surveyed: 72% use merchandise as prizes for station promotion contests; 28% use it in internal incentive programs; 34% use imprinted items in promotional mailing and as convention giveaways; 26% present selected items to prominent industrial or civic leaders; 23% add it to station-sponsored charitable or public functions; 52% use "low ticket" items as studio audience gifts; 33% trade unsold spot time for station equipment and 97% report they use a substantial amount of merchandise as gifts for employes, clients and "other spheres of influence."

The Reiner company stresses that "reciprocal trading" is not the same as "barter." Trading involves the exchange of merchandise for equivalent value of spot time and the time can be used only by the trading client. Reiner obtains a 15% fee from a station as a commission for the transaction.

AFTRA local to decide on member discipline

General membership meeting of the American Federation of Television & Radio Artists has been called for Wednesday (Nov. 29) at 8 p.m., in the Musicians Union Building, Hollywood, to hear an appeal of the AFTRA executive board's disciplinary action against Bill Angel, Chuck Blore, Jim Hawthorne, Hal Murray, Don French and Art Nelson, who were expelled from AFTRA and fined for performing on KFWB Los Angeles while AFTRA was on strike against the station.

The local membership may veto the board decision or refer the matter to a committee. The strike was settled earlier this month (BROADCASTING, Nov. 20), but the terms of the settlement did not include union recission of its penalties against so-called "strike breakers," nor cancellation by KFWB of damage suits for more than $11 million against AFTRA. AFTRA's national board will meet in Los Angeles tomorrow (Nov. 28), the night preceding the membership meeting.

Firm plans to spotlight stations for advertiser

A new publicity service for television stations, designed to focus attention on stations' activities for national advertisers, has been announced by George Green Assoc., New York, national public relations counsel.

Limited to one station per market, the new Television Station Service Div. will feature a regular monthly station news summary to 100 key advertising agencies, media planners, timebuyers, major national advertisers, and consumer and trade publications.

Regular day-to-day service will include news of programming innovations, community activities, personnel, awards, ratings and engineering and facilities changes.

The new organization will be under the direct supervision of George Green, Roy V. Smith, formerly network consultant with Weed Television Corp., will direct the station relations, advertising agency and network operation.

TV BROADCASTERS, ASCAP OPEN TALKS

Shea group pushing for royalty payments at program source

Representatives of tv broadcasters and ASCAP sat down last week to the first negotiating meeting—with the all-day session Nov. 23 devoted mostly to preliminary matters. The next meeting is scheduled for Thursday, Nov. 30.

Broadcasters are pushing for a basic license which would recognize clearance at source (primarily motion pictures and video tape recordings). The present ASCAP license expires Dec. 31.

Representing the special tv licensing committee were:

Hamilton Shea, WSVA-TV Harrisonburg, Va., chairman; William Grant, KOA-TV Denver; Clifford M. Kirtland Jr., Transcontinent Television Corp.; Andrew J. Murtha, Time-Life stations: John E. McCoy, Storer Broadcasting Co.; Robert H. Smith, WCYB-TV Bristol, Va., and Charles H. Tower, Corinthian Broadcasting.

Also present were D. L. Provost, Hearst stations, and Robert A. Dreyer, Metromedia.

The tv licensing committee's attorneys were also present. They are Ralston Irvine and Walter Mansfield, of Donovan, Leisure, Newton & Irvine, and Joseph A. McDonald, of Smith, Hennessey & McDonald, all of Washington.

The ASCAP team was headed by Herman Finkelstein, ASCAP general counsel, and included Lloyd N. Cutler, Washington attorney. Several members of the ASCAP board also attended the meeting.

Media reports...

WITN (TV) tower in use ▪ WITN (TV) Washington, N.C., is now transmitting from its new 1,523-foot tower with the latest design GE 12-bay batwing antenna atop it. Washington, D.C., consulting engineer George C. Davis designed the entire WITN transmitter and antenna installation. A new GE 50-kw transmitter, which alone cost $215,000, is a prominent feature of the new installation.

Drops affiliation ▪ WFMZ (FM) Allentown, Pa., dropped its affiliation with the QXR Network as of Nov. 1. James Sondheim, QXR Network manager,

WEST—Profitable daytimer servicing single-station market of 40,000-plus. Attractiveness of this physical facility is exceeded only by beauty of area itself. Grossing in excess of $200,000.00 annually with good cash flow. Priced at $325,000.00 on long terms. ***ANOTHER H&L EXCLUSIVE.***

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said the move was the decision of WFMZ's new owners, the Franklin Broadcasting Co., Philadelphia.

AWRT scholars ▪ The Educational Foundation of the American Women in Radio & Television will sponsor a new lecture-internship course in 1962 at American U., Washington, in conjunction with the AWRT chapter in that city. In announcing the new course, Nena Badenoch, chairman of the foundation's board of trustees, said it will be patterned along the lines of the AWRT-Northwestern U. effort in Chicago, now going into its fourth year.

Press review ▪ Editorial comments from Latin American newspapers are reaching North American audiences for the first time through a 15-minute radio program compiled, produced and distributed by the Broadcasting Foundation of America, International Div. of the National Educational Television & Radio Center. A *Latin American Press Review* is broadcast by WNYC New York (Monday, 6:30 p.m.). Editorial opinion from Argentina, Uruguay, Chile, Brazil, Peru, Mexico and Cuba is reviewed.

Welcome aboard ▪ An audio-tape message from Merle S. Jones, president, CBS Television Stations, will welcome Eastern Nigeria as the latest of 25 countries to subscribe to CBS Newsfilm. Still photos illustrating CBS Newsfilm crews at work will be shown on Eastern Nigeria television while Mr. Jones' remarks are being broadcast.

All-nighter ▪ WRC Washington last week began a 24-hour operation with the inauguration of *Night Owl*, a new all night music show, featuring Stan Karas as host.

Fallout documentary ▪ WINF Manchester, Conn., presented a 50 minute documentary, "War and Shelters . . . or Peace," that drew strong comment from local and national officials, the station reported. WINF presented the show (sans advertising) four times. It also offered to make it available to members of the Connecticut Broadcasters Assn. at no cost. Other stations that took heed of the offer: WAVZ and WHNC, both New Haven; WNAB Bridgeport; WMMM Westport.

Beautification award ▪ WAVE Inc. (WAVE-AM-TV Louisville, Ky.) has won an award in the nationwide ninth annual Industrial and Institutional Landscaping and Beautification competition for 1961, the American Assn. of Nurserymen, sponsor of the competition, announced. The award is given for industrial and institutional landscaping which contributes to employe and civic pride.

Agreement ▪ KOXR Oxnard, Calif., and the *Press-Courier,* that city, have joined in a news venture, encompassing local and sports news and public affairs promotion. The newspaper sponsors two news shows on the station, one which uses news gathered by the station's news staff, the other furnished by the paper. According to Paul R. Schneider, general manager of KOXR, the joint venture was six years in the making.

Ground breaking ▪ KLRN (TV), educational station in San Antonio, Tex., officially broke ground at its transmitter site earlier this month. The transmitter will be located on the Voges ranch, about half way between San Antonio and Austin.

Mass expansion ▪ WLSI Pikeville, Ky., began construction of its new and enlarged studio and office facilities at the same time the FCC was approving its power increase from 1 kw to 5 kw. The am outlet is on 900 kc.

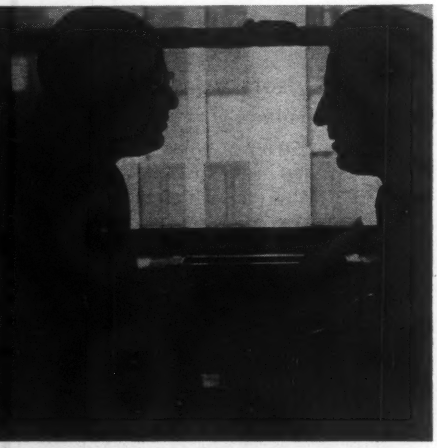
KOIL scholarships ▪ KOIL Omaha, Neb., has created KOIL Contemporary Communications scholarships valued at $500 each at Creighton U. and the U. of Omaha. The scholarships will be presented annually to the senior from each university who shows the greatest promise in the field of contemporary communications.

Feb. 1 deadline ▪ National Safety Council has announced deadline of Feb. 1 for entries in annual public interest awards in radio-tv and also for Alfred P. Sloan awards for highway safety. Address: 425 North Michigan Ave., Chicago 11.

WUHF formal dedication slated for this week

WUHF (TV) (ch. 31) New York, representing a $2 million government test of uhf, will be formally dedicated this Wednesday (Nov. 29) at 4:30 p.m. FCC Chairman Newton N. Minow will pull the switch placing WUHF on full power from its antenna atop the Empire State Building.

New York Mayor Robert Wagner and other FCC members also will participate in the dedication and a news conference to follow. WUHF has been on the air for the past three weeks using a temporary directional antenna. A station official said last week that several hundred uhf sets—of a planned total of 5,000—have been installed for reception and study of the uhf signal.



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That's why... Weed's policy of "depth selling" reaches every decision-making level up to and including the advertiser.

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As the new owner of WROC, Veterans Broadcasting Company, Inc., is proud to bring you the Rochester area's ONLY complete broadcasting service... WROC-TV, WROC Radio and WROC-FM.

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GRAND JURY HEARING TALENT AGENCIES

Testimony on antitrust charges may last four months

A special federal grand jury began a hearing last week in Los Angeles on alleged violations of the antitrust laws by Hollywood talent agencies. The 15 men and 8 women on the jury, who were questioned about any possible connections with any phase of the entertainment business before being sworn in by U. S. District Judge Pierson M. Hall, were told that the hearing might continue three or four months, with sessions several days a week.

A screen of secrecy was thrown around proceedings by the government attorneys. Leonard Posner, Department of Justice lawyer from Washington assigned to handle the investigation, declined to admit any details concerning its scope or purpose or to discuss it in any way. "We try to keep such proceedings secret," he said. U. S. attorney Francis Whelan and Charles Whittinghill, head of the attorney general's antitrust office in Los Angeles, were no more talkative.

Before the hearing got under way in Los Angeles, subpoenas were issued to several eastern tv producers, including David Suskind and Rod Erickson, and estimates of the number who are to appear before the hearings conclude ran as high as 150—from theatrical motion pictures, recordings and the stage, as well as the broadcast media. It is expected broadcasting executives will also be called, but as of Wednesday all three networks in Hollywood denied that any of their people had received subpoenas.

The Justice Department antitrust investigation of talent agencies follows a similar probe by the FCC into their activities in the field of television programming. A hearing held in Los Angeles by James Cunningham, FCC chief hearing examiner, during the fall of 1960 in connection with an overall study of broadcast programming and who controls it (BROADCASTING, Oct. 31, 24, 17, 1960), elicited detailed information from a number of talent agents, including Samuel Weisbord, head of the west coast television department of the William Morris Agency.

Taft Schreiber, vice president of MCA, and head of Revue Studios, MCA's tv production company, refused to testify either then or when the hearings were resumed the following year (BROADCASTING, March 13, 1961). Whether the FCC should be empowered to issue a federal court subpoena ordering Mr. Schreiber to appear is now being argued and a decision is expected early next year (BROADCASTING, Oct. 9, 2). MCA has recently agreed with Screen Actors Guild to cease its dual operation as a producer and a talent agency by Sept. 30, 1962. Most observers believe the company will remain in production and drop its agency functions (BROADCASTING, Oct. 30).

Collins tv commentary

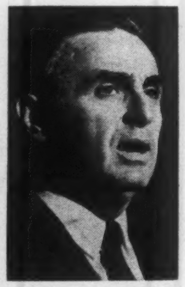
When the report of the Commission on Goals for Higher Education in the South is released Nov. 30, the news directors of television stations in southern and border states will have a 90-second filmed commentary by NAB President LeRoy Collins. Mr. Collins, former governor of Florida, served on the seven-man commission which has conducted a year-long study on goals for higher education in the south for the next 10-20 years. The report will be made public at a meeting in Louisville Nov. 30 and also will be furnished to tv and radio stations of the region.

WTAG, Arcadian seek payoff in ch. 13 case

In a joint petition to the FCC last week Arcadian Tv Corp. and KTAG Assoc., mutually exclusive applicants in Louisiana for ch. 3 at Lafayette and Lake Charles respectively, asked the FCC to permit Arcadian to reimburse

Ribicoff tut-tuts L. A. area educators for lack of etv

A challenge to Southern California educators to do something to get educational television facilities established in their area was delivered Wednesday (Nov. 22) by Abraham Ribicoff, Secretary of Health, Education & Welfare, to a group of some 20 of the area's college and university presidents.



"What's the matter with Los Angeles," asked Mr. Ribicoff. He pointed out that other cities to date have a total of 54 educational tv stations on the air, serving an audience he estimated as aggregating 20 million viewers. "Here you have the talent to enrich the cultural fare of your community. Here you have the colleges and universities to stimulate the thinking of your citizens. I would have thought Los Angeles would have done this first. I cannot believe it would lag very much."

Mr. Ribicoff noted that at the start of the 1960-61 academic year at least three million students in some 7,500 elementary and secondary schools were receiving part of their daily instruction by television and an equal number receiving tv educational programs not counted as academic credit. In addition, he said, there is a large audience for programs of cultural importance in prime evening time.

Sec. Ribicoff made specific reference to the Committee for Education Television, a non-profit Los Angeles group which has stimulated comments to the FCC urging the assignment of a vhf educational tv channel to that city. He urged continuing support of the educators for the cause.

The session including Mr. Ribicoff's talk was closed and the details, released by California Institute of Technology, did not mention whether anyone reminded him that KCOP (TV) Los Angeles devotes approximately three hours a day of in-classroom programming for the primary and secondary schools of the city and county (the time is purchased by the school authorities for these programs) and reports a sizeable home audience for this programming as well. KCOP also broadcasts several college course sessions during the daytime hours and in the evening has a number of travel and discussion programs which are assigned viewing for many Southern California students, although primarily aimed at the family audience.

KTAG for its expenses during the four-year hearing and to grant the channel to Arcadian. The applicants said they sought agreement to bring immediate tv service to a large "white area" in which people had no tv service.

KTAG Assoc. operates ch. 25 at Lake Charles and sought ch. 3. It agreed to withdraw its application for reimbursement of $65,000. Both companies agreed that if the FCC found that amount had not been "prudently and legitimately expended" it would be reduced to an amount acceptable to the commission. An initial decision recommended a grant of the Arcadian application. If the FCC does not approve the pay off arrangement, the applicants said, then they ask that KTAG be permitted to remain in the proceeding in which it has invested four years' effort. The companies said that if KTAG drops out public notice would be required which might produce another applicant who would not necessarily be able to get approval of the airspace clearance KTAG got. The airspace problem was one of the major delaying factors in the proceeding.

Dr. Paul Kurzweg is president and principal stockholder (26.3%) of Arcadian Tv Corp. A third applicant for ch. 3, Evangeline Broadcasting Co., dropped out several months ago.

Both Justice, producers appeal decision

SUPREME COURT ASKED TO REVIEW TV BLOCK BOOKING

The decision handed down last year by District Court Judge Archie O. Dawson finding six film companies guilty of antitrust violation for offering all-or-nothing film packages to tv stations left too many loopholes to suit the U. S. Dept. of Justice (BROADCASTING, Dec. 12, 1960). And it was far too severe to suit the film companies. Last week both parties appealed to the U. S. Supreme Court to review the decision.

Judge Dawson held it to be acceptable for distributors of motion pictures to tv to offer a package to stations and withhold individual pictures "temporarily" until the film company has an opportunity to see if it can sell the entire package to a competing station in that market. The Justice Dept. urged the Supreme Court to find that block-booking is in itself an antitrust violation which should be allowed under no circumstances. Justice claimed the film companies use competition as a lever to force stations to accept block-booking. The tie-in or block-booking method of selling or licensing films was found to be an antitrust violation in the movie industry by the Supreme Court in the famous Paramount Pictures case.

Justice proposed that film distributors be required to price films separately and be prohibited from offering an all-or-nothing package.

Loew's Inc., Screen Gems, Associated Artists and United Artists filed jointly, taking the opposite tack. They stated that it's doubtful any violation of the Sherman (antitrust) Act had occurred and that it is "abundantly clear" that the government failed to establish that any of the film companies pursued a policy of conditioning acceptance of one film on acceptance of a package. They said further it has not been proved "that more than an insignificant fraction" of their contracts with tv stations violated the antitrust statute under any theory or that there existed "a cognizable danger of recurrent violation requiring injunctive relief."

C&C Super Corp., distributor of old RKO movies and one of the companies found guilty of antitrust practices by the judge, said that there is a big difference between the Paramount Pictures block-booking case and the proceeding in question. It emphasized that

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"Old Dutch Queen" contest.

the Paramount case forbade package deals between movie companies and theaters that were entirely dependent on motion pictures to operate; tv stations are free to select other program fare if the terms offered by film distributors do not suit them.

National Telefilm Assoc. is the other distributor cited by Judge Dawson.

FCC denies AMST pleas in vhf drop-in cases

The Assn. of Maximum Service Telecasters lost two decisions to the FCC last week in the trade group's fight against reduced tv mileage separations. The commission denied a petition by AMST for reconsideration, deferral and withdrawal of rulemaking to add vhf channels in Oklahoma City, Johnstown, Baton Rouge, Dayton, Jacksonville, Brimingham, Knoxville and Charlotte.

In each of the cities the FCC has proposed to add a third vhf channel. Most of the channels would be dropped-in at mileage separations below minimum set by the FCC in 1952 (Broadcasting, July 31). Comments are due Dec. 5 the FCC said in denying AMST's request, and ample time has been given for their preparation.

Chairman Newton N. Minow and Commissioner Robert E. Lee dissented.

FCC MAY FINE KOMA $10,000

Action against Storz station for violations of power, antenna rules is second under new law

KOMA Oklahoma City received a notice of "apparent liability" for a $10,000 fine from the FCC last week. The agency said the station has "willfully or repeatedly" violated the terms of its license by failure to directionalize during required hours and by transmitting a signal which "far exceeded" the maximum 50 kw.

KOMA is licensed on 1520 kc (Class 1-B clear channel) with 50 kw unlimited, directional antenna at night. The license specifies for each month the hours during which KOMA may operate without its directional array.

During a January 1961 FCC inspection, seven KOMA violations of rules and two violations of the station's authorization were discovered, the commission stated in a notice of the fine liability. Paramount among the violations was use of the daytime non-directional antenna prior to 4:00 a.m., the commission said.

The FCC further charged that KOMA had operated in such a fashion for at least 10 days prior to the January inspection. The agency is authorized to fine a licensee $1,000 for each day a violation occurs, up to a maximum of $10,000. In addition, the FCC said that KOMA has operated up to the present time with a field strength that exceeds the licensed maximum at several monitoring points. It is apparent, the FCC said, that KOMA is liable for the maximum fine permitted "for willfully or repeatedly failing to operate station KOMA as set forth in its license."

The commission said its rules clearly negate any authority for KOMA to operate with daytime antenna prior to 4 a.m. The station, owned by Todd Storz, also was told that its reasons for continuing to exceed the authorized power are not a valid excuse "in view of an excessive period of approximately nine months" following the FCC's official notice of violation before corrective steps were submitted to the commission.

In its letter to KOMA, the FCC also expressed concern over the station's "apparent unawareness" of the serious problem until pointed out in the violation notice.

KOMA was given 30 days to reply to the forfeiture notice before the commission takes final action. This is the second forfeiture action taken by the FCC since it received such authority from Congress. KDWB Minneapolis was fined $2,500 last summer for operating at night with daytime facilities (Broadcasting, July 31). When action was first taken against the station last March, KDWB was informed that it was liable for a $10,000 fine but the amount was later reduced to $2,500.

WOL to sue ball club

WOL Washington President Henry Rau charged last week that the Washington Senators baseball team exerted behind-the-scenes pressure which caused cancellation of WOL's rights to broadcast the Baltimore Orioles games. Mr. Rau said the station will file suit against the Senators early in December in Washington federal court seeking an injunction and damages.

The Orioles' play-by-play has been carried in Washington by WOL for the past two years, accounting for approximately $50,000 in annual billing. National Bohemian beer has purchased the 1962 rights and Mr. Rau said the new sponsor stated Washington broadcasts were specifically excluded under terms of the contract.

THE COMMUNITY
DEPENDS ON WOC
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Joe Eckstein and the Scouting Exposition

"The Buffalo Bill Council wishes to express its appreciation to the executive and program staff of WOC for their wonderful support of the Scouting Program in this area.

The sincere interest of WOC has contributed much to the goal of 'more boys in Scouting, and more scouting in boys'."

Joe Eckstein
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Buffalo Bill Council

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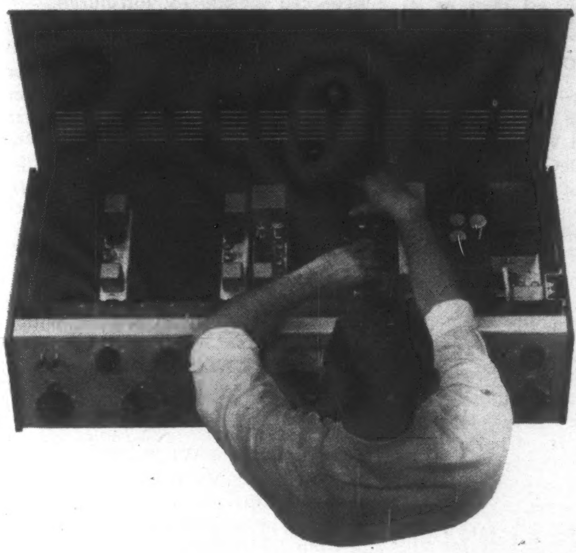

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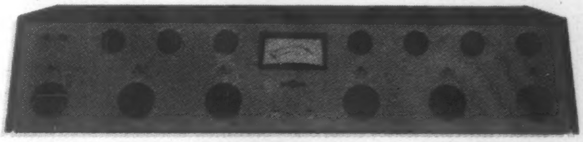

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SIX VIE FOR GRAND RAPIDS' CH. 13

FCC schedules hearing on bids for coveted vhf dropin

As expected, the FCC last Monday (Nov. 20) cut off any further applications for Grand Rapids, Mich., ch. 13 and scheduled a comparative hearing at which the six pending applicants will compete for the channel.

Earlier, hearings had been ordered in Rochester (ch. 13) (BROADCASTING, Nov. 20) and Syracuse (ch. 9) (BROADCASTING, Nov. 13), two other cities in which the FCC dropped-in a third vhf assignment.

In setting the Grand Rapids applications for hearing, the commission denied a petition by West Michigan Telecasters Inc. seeking addition of a trafficking issue relating to Grand Broadcasting Co. Following are the applicants, principals and facilities sought in Grand Rapids:

▪ Grand Broadcasting Co., 316 kw, antenna 1,000 ft. above average terrain. Principals include Leonard A. Versluis, Mary Jane Morris, John C. Morris (each 16.66%); Donald F. DeGroot (6.41%); Leonard A. Versluis Jr., (3.84%); Grant Ashbacker (2.58%), and others, none with over 2.56%. The Morrises (brother and sister) are partners in a Grand Rapids law practice and Miss Morris is former secretary of the FCC; Mr. Versluis Sr. formerly owned WLAV-AM-FM Grand Rapids and had interests in WJIM Lansing, Mich., and WLOD Pompano Beach, Fla. Mr. Ashbacker formerly owned WKBZ Muskegon, Mich., and Mr. DeGroot is assistant general manager of WWJ-AM-TV Detroit. Of other Grand minor stockholders, Martin Giaimo (2.56%) is manager of WNEM-TV Flint (Saginaw), Mich., studios and Harry LeBrun (2.56%) is president and 33 1/3% owner of WSAF Sarasota, Fla.

▪ Atlas Broadcasting Co. (WMAX-AM-FM Grand Rapids), 316 kw, antenna 1,000 ft. Principals include Theodore J. Peters (8.214%), Titus Hager, William J. Lawrence Jr., Charles A. Smith Jr., Herbert G. Daverman and Lawrence D. Rahilly (each 7.144%), Carl S. Herrud (6.787%) and 35 others.

▪ Major Tv Co., 316 kw, antenna 1,000 ft. Principals include H. Y. Levinson (52.62%), Celia D. Levinson (23.68%), Thomas F. Chawke (12.36%), Morris Garvett (6.25%) and L. Warren Gatley (5.19%). The same group owns WCAR Detroit.

▪ West Michigan Telecasters Inc., 316 kw, antenna 959 ft. Principals among 25 stockholders include President Lewis V. Chamberlin (3.7%) and Vice President William C. Dempsey (11.11%), former general manager of educational WQED-TV Pittsburgh.

▪ MKO Broadcasting Corp., 316 kw, antenna 1,000 ft. Principals include G. Roger Bower and Frederik Meijer (each 10%); Donald I. Battjes, Peter S. Cook, Howard M. Elmore, Walter M. Klaus, Evangeline Lamberts, Hendrik Meijer, James R. Searer, Stephen H. Sieradzki, Neil H. Tuori and Gerrit W. Veurink (each 6.66%). Mr. Bower is former general manager of WNAO-TV Raleigh, N. C., and former tv advisor in United Arab Republic.

▪ Peninsular Broadcasting Co., 316 kw, antenna 1,000 ft. Principals include John D. Loeks (20%), H&E Balaban Corp. (20%), William McInerney, Alfred Pugno, Paul G. Goebel and Edward C. McCobb (each 9%), and others. H&E (Harry and Elmer) Balaban owns 50% of WICS (TV) Springfield, WTVO (TV) Rockford, WHCU (TV) Champaign, WDAN-TV Danville, all Illinois; WHNB-TV New Britain, Conn., WBMG (TV) Birmingham, Ala., and WMCN (TV) Grand Rapids; 33 1/3% of WIL-AM-FM St. Louis, WRIT-AM-FM Milwaukee and KBOX Dallas.

Syracuse Jan. 29 ▪ Chief Hearing Examiner James D. Cunningham scheduled a prehearing conference for Dec. 19 in the Syracuse ch. 9 contest, with the formal hearing to begin Jan. 29, 1962. Hearing dates have not been set as yet in Grand Rapids and Rochester.

A final Rochester ch. 13 application —by Rochester Telecasters Inc.—was

'Prayer cloths' raise question of possible fraud from Mexico

A crack team of U.S. Post Office inspectors is looking into the goings-on over the air from Mexican radio stations beaming commercial advertisements to American citizens across the border.

Fraud is what they are looking for.

It's no secret that many Mexican radio stations, particularly those near the border, accept advertising that would be rejected by U.S. broadcasters. Among these are "prayer cloths" with an implied promise that they can be used to cure ills; "an autographed picture of John the Baptist," or "genuine simulated diamond rings" for $3.98. Although these are extreme examples, many advertisements cutting close to the corners of dishonesty, or appealing to the cupidity of listeners are regularly carried on Mexican border stations. Many are per inquiry commercials. In recent months these have even included offers of stock in uranium mines, and other speculative ventures supposedly always on the verge of "the" strike.

Most of the suspect ads require the American listener to mail orders, with money, to Post Office box numbers in American cities—San Diego, San Antonio, Brownsville and others. This is what brings in the Post Office Department.

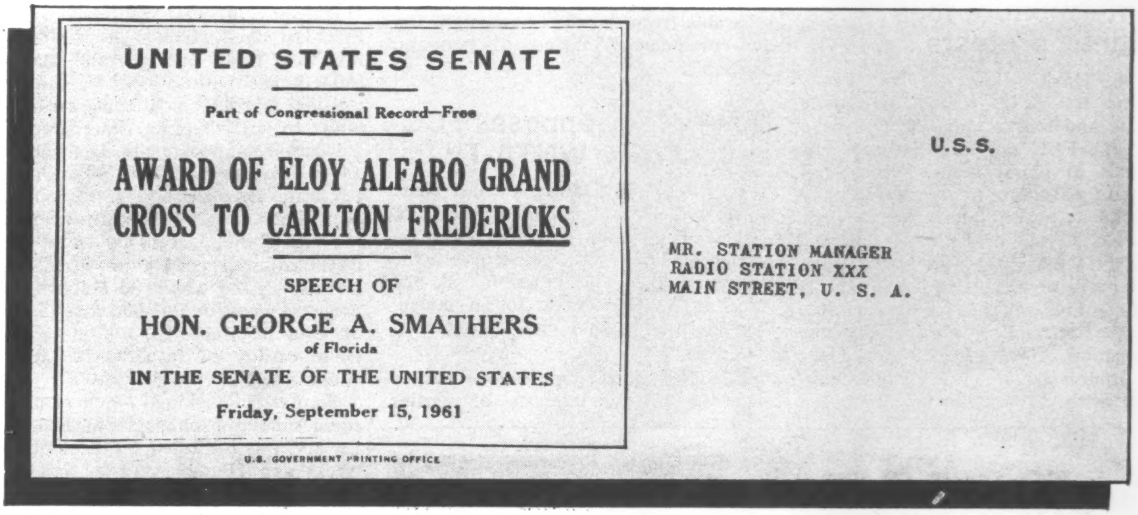
Officially, the postal inspection service has no comment to make on its investigation. Informally, Post Office officials acknowledge that an investigation is underway. Just what course the investigation is taking or how long it will last cannot yet be answered. When and if a case is made—and the fraud statute requires overwhelming evidence that the public is being bilked—the information will be turned over to the U.S. attorney in the area where the fraud is being perpetrated.

FCC Zeroing In ▪ The entire operation is being coordinated with the FCC and the Department of Justice. FCC monitoring units are being used to check over-the-border broadcasts. These are taped and furnished to the Post Office Dept. Many of the advertisers are American companies, who find Mexican rates considerably below their American counterparts. Many Mexican radio stations operate at powers exceeding those permitted to their American neighbors.

Several of the Mexican stations, especially those in Tijuana, Juarez and Acuna, operate all night; after midnight they switch to English programs beamed obviously at American audiences. Since they are under no compulsion to adhere to U. S. broadcast standards, many of them carry advertising material for long periods of time, including several which carry virtually nothing else during those hours.

Problems with Mexican radio stations go back to the 1930s when Dr. John R. Brinkley had his Kansas license revoked because of his use of the station for medical advice. Dr. Brinkley, who gained notoriety with his goat-gland transplants for rejuvenating men, built what is now XERF in Acuna, and continued broadcasting his "advice" across the border without hindrance.

Did your station receive this envelope?



UNITED STATES SENATE

Part of Congressional Record—Free

AWARD OF ELOY ALFARO GRAND CROSS TO CARLTON FREDERICKS

SPEECH OF

HON. GEORGE A. SMATHERS
of Florida
IN THE SENATE OF THE UNITED STATES
Friday, September 15, 1961

U.S. GOVERNMENT PRINTING OFFICE

U.S.S.

MR. STATION MANAGER
RADIO STATION XXX
MAIN STREET, U. S. A.

Enclosed was an actual copy of the Congressional Record acknowledging the award-winning Carlton Frederick's Show, "LIVING SHOULD BE FUN." This envelope was received by over 50 of America's most important station managers who carry "LIVING SHOULD BE FUN."

Find out NOW how your station can attract larger audiences, more national business* and higher ratings . . . write, wire or phone

C. F. PRODUCTIONS, INC.

ONE PARK AVENUE, NEW YORK 16, N. Y. MU 5-8757

* Firm commitment from national advertiser for you the day "LIVING SHOULD BE FUN" starts on your station.

submitted at the FCC just minutes before the 5 p.m. deadline on Nov. 14. Rochester Telecasters proposes to share time with an educational tv applicant, Rochester Educational Tv Assn. Inc. The etv application, filed Oct. 11, has also been amended to show the proposed sharetime operation instead of unlimited hours. Rochester Telecasters principals include George E. Mercier and Robert B. Wegman (each 30%); Clifford N. Lovenheim and Andrew S. Lovenheim (each 15%) and Joseph C. Wilson (10%). The applicant asked for 316 kw with antenna 500 ft. above average terrain.

Deintermixture foes continue protests

Gov. David Lawrence of Pennsylvania last week joined the roster of state and federal officials who have urged the FCC not to delete sole vhf channels in markets the agency has selected for deintermixture. In a letter to all members of the commission the governor said the deletion of ch. 12 (WICU-TV) at Erie, Pa., would leave large parts of the station's Grade B coverage area without tv service. He said the terrain is unfavorable for propagation of uhf signals.

In Illinois anti-deletion activity continued with an announcement that a committee, the Illinois Maximum Coverage TV Committee, has been formed to oppose deintermixing Champaign and Rockford. Co-chairmen are Illinois Secretary of State Charles F. Carpentier and State Auditor Michael J. Howlett.

Sangamon Valley Tv Corp. last week asked the FCC to defer its deadline for comments in the remanded KTVI (TV) St. Louis case on whether ch. 2 should have been moved from Springfield. The deadline is now Dec. 2; Sangamon asked it be moved to Feb. 5, the date on which current deintermixture comments are due. Sangamon said consideration of deintermixture of Springfield is inseparable from that of Champaign, Ill., and comments should be on a common timetable.

New Jersey opposes FCC in fight over WNTA-TV

The state of New Jersey last week opposed the FCC's request to the U. S. Court of Appeals in Washington to reconsider the stay granted by the court in the $6.2 million sale of WNTA-TV New York to an educational group in that city (BROADCASTING, Nov. 20).

The New Jersey opposition claimed that the private interests of parties should not be considered. This was a reference to the WNTA-TV announcement that it cannot continue the present sales contract after the Nov. 27 termination date. The New Jersey pleading also claimed that the Educational Tv for the Metropolitan Area group has said it would have to close down the station for two or three months before it can commence etv operations; by this time, the New Jersey document said, the case could be argued.

Georgia etv asks FCC to reserve eight uhfs

Rulemaking was instituted by the FCC last week which if adopted would reserve a block of eight uhf channels in Georgia for educational tv. The commission asked for comments on a proposal by the Georgia State Dept. of Education to allocate chs. 19 to Dalton, 14 to Draketown, 20 to Wrens, 15 to Cochran, 23 to Dawson, 18 to Ashburn, 14 to Pelham and 17 to Warm Springs.

None of the Georgia cities now has a tv allocation except Dalton, where commercial ch. 24 would be deleted. The proposal also would delete chs. 15 Dublin Ga., 17 Marianna, Fla., 14 Tifton, Ga., possibly 17 Jasper, Ala., and 31 Americus, Ga.

Similar rulemaking, which would reserve nine uhf channels in Kentucky for etv, was instituted by the FCC two weeks ago (BROADCASTING, Nov. 20). Both the Georgia and Kentucky etv rulemakings were consolidated in the FCC docket designed to promote uhf, on which comments are due Feb. 5.

FCC backs WREA petition over bureau's objection

A petition by the FCC's Broadcast Bureau to dismiss the application of WREA East Palatka, Fla., for license renewal and cancel a scheduled hearing was rejected by the FCC last week.

Instead, the agency granted a WREA petition to move the hearing from East Palatka to Washington "unless further factual developments persuade the hearing examiner that actual presence in East Palatka is essential." The station also was given additional time to publish the required hearing announcement in a local newspaper. The hearing had been scheduled to begin Thursday (Nov. 30) in East Palatka and will now take place Jan. 16 in Washington.

WREA's application was set for hearing on programming, unauthorized transfer of control, financial and technical issues, among others. According to the FCC, the station's transmitter has been repossessed and its antenna dismantled. WREA has been dark since last winter.

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...JUST US!

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*SEATTLE TACOMA EVERETT BREMERTON OLYMPIA

Before you buy television in the Pacific Northwest, consider this one basic fact: Only KTNT-TV in this area includes five major cities of Western Washington within its "A" contour, and KTNT-TV's tower is ideally located to beam a clear signal to all of this major market.

Ask your WEED TELEVISION man about dozens of other reasons you should include KTNT-TV in your advertising plans.

KTNT TV CBS
CHANNEL 11
CBS for Seattle, Tacoma and Puget Sound area
Studios in Seattle and Tacoma

WLWI to stay on air till final decision

Crosley Broadcasting Co. may remain on the air with WLWI (TV) Indianapolis ch. 13 until the FCC has made a final decision on the company's request for reconsideration of the FCC grant of the facility to WIBC Indianapolis or until after a final court order if Crosley seeks judicial review, the commission ruled last week. In its order granting ch. 13 to WIBC (BROADCASTING, Oct. 30) the FCC had set Nov. 30 as the deadline for Crosley to abandon the channel.

WIBC had asked the commission not to grant Crosley's request for a stay and had said it would be willing for Crosley to continue operating on the channel until WIBC had constructed its station and was ready to begin broadcasting.

As prospective operator of ch. 13, WIBC asked the FCC to deny a petition for rulemaking by WTTV (TV) Bloomington, Ind., that its ch. 4 be shifted to Indianapolis. WIBC said such a move would violate FCC rules and create "a dangerous precedent" for requests to move channels from smaller cities "where they provide valuable outlets for local self expression" to larger metropolitan areas. WIBC said such a move would not relieve financial problems WTTV had cited because as a fourth Indianapolis vhf station WTTV would be without network affiliation. The station's operating costs would increase but its revenue probably wouldn't, WIBC predicted.

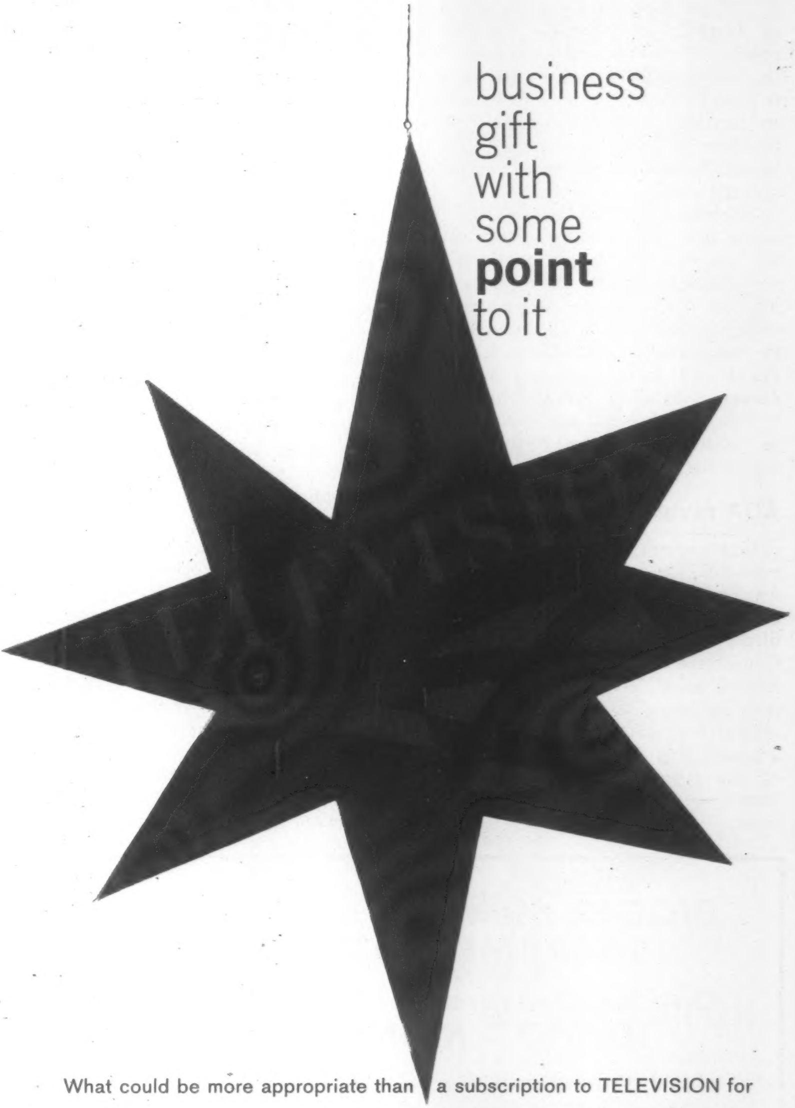
FCC asked to dismiss KWK 'acquittal' move

The FCC should dismiss a motion by KWK St. Louis that would permit the hearing examiner to issue a "directed verdict" finding the Broadcast Bureau did not prove its case and therefore the station should retain its license, the bureau argued last week (AT DEADLINE, Nov. 13).

The bureau said such a motion has never been granted and there is good reason for the absence of such precedent.

The bureau has presented its evidence against KWK and the burden of proof that its license should be revoked is on the bureau. KWK said that in district courts judges can order a directed verdict of not guility if the prosecution has not established its case and the defense is excused from presenting rebuttal evidence. It asked the FCC to give the hearing examiner in the KWK hearing similar authority.

In reviewing rulings of district court judges granting directed verdicts, appellate courts are bound by the findings



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of fact unless they are "clearly erroneous," the bureau contended. But the commission in making its decisions is in no way bound by the decision of its hearing examiners since it retains freedom of decision—as though it had heard the evidence itself, the bureau pointed out.

Therefore if the full hearing proceeds and the commissioners reverse the examiner's decision there will be no need for remand and further hearing; but if the station does not present evidence and the FCC disagrees with the examiner's "directed verdict," a remand and further hearing would be necessary to allow KWK rebuttal.

This, the bureau said, would result in "undue protraction of the proceeding rather than aiding expedition."

ADA favors U.S. ownership

Government ownership of the proposed space communications system was advocated last week by Americans for Democratic Action. In a statement filed with the Senate Small Business Committee Wednesday, the ADA termed as a "giveaway" the proposals that the space satellite communications system be privately owned. The government has spent $300-$500 million on the project, ADA said, and therefore it should be owned by the government.

MADISON 'SHOOK UP' BY HEADLINES

Congressman asks FCC to clarify deintermixture plan

A misinterpretation of a speech by FCC Commissioner Robert E. Lee by two Madison, Wis., newspapers has led Rep. Vernon W. Thomson (R-Wis.) to call on the FCC to clarify the precise status of its vhf-uhf deintermixture proceeding.

In a letter to FCC Chairman Newton N. Minow, Rep. Thomson said virtually identical stories in the *Wisconsin State Journal* and *The Capital Times* have led residents of the Madison area to believe that the deletion of Ch. 3 Madison (WISC-TV) and seven other vhf channels involved in the deintermixture proceeding is "a virtually accomplished fact."

Rep. Thomson, who opposes the commission's deintermixture proposal, fears that the stories will discourage "countless numbers of the people most vitally affected" from expressing, in letters to the FCC and their congressmen, their personal views on the proposed deintermixture of Madison.

The speech in question was delivered Nov. 10 before the Manufacturers' Radio Service of the National Assn. of Manufacturers, in New York. In it, Commissioner Lee discussed his idea to reserve for non-broadcast use those vhf channels "proposed to be withdrawn" (BROADCASTING, Nov. 13).

Misleading Headlines ▪ The *Wisconsin State Journal* headlined its story of the Lee speech "FCC to Remove Channel 3." The headline over the story in *The Capital Times* was "To Remove Channel 3 From Area." Actually, the FCC has not yet received final comments on its proposed rulemaking—the deadline is Feb. 5. In addition, the House Commerce Commitee plans hearings early in the next session on a number of bills that would block the FCC's deintermixture plans (BROADCASTING, Sept. 18).

Rep. Thomson, who recently returned to Washington from a visit to his home district, said he knew "first hand" that many of his constituents "were sorely troubled by these news stories . . . believing that the deintermixture matter had already been all but decided."

The congressman, who has engaged in a dispute with Commissioner Lee over the wisdom of the deintermixture plans, said his own reading of the speech indicates there is "some basis for the misapprehension as to the facts of the matter."

He noted that the speech contained "language such as the 'commission's July 28th announcement that it would delete . . .' " and that it referred to the " '8 deintermixed markets.' " He added that the speech "failed to indicate with the requisite clarity that would seem to be the correct facts—namely that the Madison Channel 3 matter is now undergoing only the initial stages of commission adjudication. . . ."

As a result, the congressman said, the commission should "rectify this unfortunate situation" in Madison by providing the residents of the area with a "statement of clarification setting forth the relevant procedural facts. . . ." He suggested that the statement be given to the two local newspapers.

Commissioner Lee, meanwhile, continued his campaign for an all-uhf television system. In a speech before the Washington, D. C., chapter of Institute of Radio Engineers, he said there have been "significant results" in the FCC's New York uhf experiment, and expressed the belief that the test "will be as much a demonstration as an experiment."

He cited reports of good reception from fairly distant towns in Connecticut and New Jersey. He added that catv systems were interested in picking up the WUHF (ch. 31) signal but that the FCC's contract with those New York stations whose material it is broadcast-

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MONTANA — KXLF-TV Butte
KFBB-TV Great Falls
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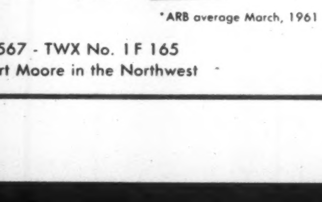

*ARB average March, 1961

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Washington leads the nation with the highest percentage of adults who have completed 4 or more years of college. WRC leads Washington in programming for this important audience. ■ From NBC's "News On The Hour" and "Emphasis," to WRC's alert local coverage and lively music programs WRC has the entertainment and informational programming that attracts Washington's knowledgeable adults. ■ Very Important People to any advertiser who wants to educate Washington to his products.

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ing prohibits rebroadcast.

Commissioner Lee outlined in some detail his plan for shifting all tv stations to uhf and allowing special radio services the use of the abandoned vhf frequencies (BROADCASTING, Oct. 2). He said the frequencies would be available only to base stations, not mobile units, that they would have to be 150 miles from any television station and that antenna height would be limited to 200 feet above average terrain.

Stressing his philosophy that all tv stations should be on the upper band, the commissioner said he considered selective deintermixture and all-band set legislation as steps toward this goal. He denied "trade press" statements that said if the FCC gets the all-band legislation from Congress, it will drop deintermixture.

MORE TIME

Tv compensation plan answers postponed by FCC to Dec. 6

An extension of time for CBS-TV and its affiliates to answer the FCC's Oct. 25 letter inquiring about the propriety of that network's "Incentive Compensation Plan" was granted by the commission last week. The new date for reply is Dec. 6.

The plan provides a sliding scale of compensation to affiliates, giving them a larger percentage in proportion to the number of hours of CBS-TV programs they carry (BROADCASTING, Oct. 30).

In a comment last week, Meredith Broadcasting Co. said the commission's tentative conclusion that CBS's plan violates FCC rules is "wholly erroneous." WHEN-TV Syracuse, N. Y., and WOW-TV Omaha, Neb.—both Meredith stations—are affiliated with CBS and the licensee said that "a most careful study" of the FCC's charges confirms Meredith's conclusion that no violations are involved.

"The commission's letter seems to suggest that there is some point at which an incentive plan becomes illegal . . . although no language in the rule can be pointed to which gives the slightest clue as to the point at which the line of legality is to be drawn," Meredith said. Conventional network contracts calling for a certain number of "free hours" before compensation to affiliates starts are incentive plans, Meredith pointed out.

The FCC rule in question, Sec. 3.658(a), contains nothing on its face which suggests that networks rates—whether on a sliding scale or otherwise—could conceivably violate the rule, Meredith said. The licensee said the FCC should institute rulemaking if the CBS compensation plan is to be outlawed.

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V. I. P rograms

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WRC is Washington's Number 1 listening-post Monday through Friday, from 6:00 to 7:00 P.M.* And with good reason. Just look at the expert attention and talent concentrated on that hour! ■ **NBC News on the Hour**—established leader in broadcast journalism brings the world scene into focus. **Frank Forrester**—one of the nation's foremost meteorologists reveals the whys and whens of the weather. **Bryson Rash**—"dean of Washington correspondents" rounds up the day's events in D. C. **Jim Simpson**—who has been around the world covering major sports events, highlights current doings in the world of sports. **WRC News**—Washington's established favorite gathers the important facts on "Today's Business." ■ Very Important Programming for Washington's adult listeners, the audience with the buying power. *Pulse, July-August, 1961

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+ NEW size for easy handling and reference
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+ NEWLY designed departments, set-off with *new* easy-to-read type faces
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Reluctant witnesses hobble Alford probe

A congressional subcommittee which since last summer has been planning a hearing on charges broadcasters discriminate against small businessmen as advertisers is having trouble lining up complaining witnesses.

Rep. Dale Alford (D-Ark.), chairman of the investigating subcommittee, a unit of the Small Business Committee, hinted that fear of reprisals may be deterring some small businessmen or their advertising agencies from testifying.

Industry sources, however, said it's probably more likely that if there are any complainants—and they don't concede there are—they are not so concerned that they feel it would be worth their while to testify.

Rep. Alford first announced plans for the hearing in August. He said then that the subcommittee had received complaints that small firms seeking to buy prime time are discriminated against in the practices and policies of tv and radio stations and networks.

Postponement Announced ▪ He later announced the hearing would be held Nov. 6-7. But as that date approached, and with the witness list limited to the FCC, the Television Bureau of Advertising and the Radio Advertising Bureau, he announced a month's postponement, to Dec. 6-7.

In postponing the hearings, he said the subcommittee staff had uncovered new evidence that needed developing, and "new witnesses whose testimony is expected to have a direct and important bearing on the subject of the hearings."

But last week, he indicated that while the subcommittee was getting "some cooperation" from small businessmen, few are willing to testify.

Earlier, subcommittee staffers had said some small businessmen and the small-to-medium-sized agencies that represent them felt that such testimony would only make it more difficult for them to deal with stations in the future. One staffer used the word "reprisals" in this connection. Rep. Alford said there might be "some cases of this. People discriminated against may feel they have so much involved it would be injurious for them to testify."

"I don't know if discrimination exists or not," he said. "But there is something somewhere if small business people are afraid to testify."

The FCC last week...

▪ Finalized rulemaking by reserving ch. 19 Bay City, Mich., for educational tv and deleting the educational reservation on ch. 73 there. The change was requested by Delta College, Saginaw, Mich.

- Denied a petition by KOAT-TV (ch. 7) Albuquerque to shift ch. 2 from Santa Fe, N. M., or to assign ch. 2 to Albuquerque-Santa Fe, and a counter proposal by KGGM-TV (ch. 13) Albuquerque to shift ch. 2 to Las Vegas, N. M. The commission said that there was no merit to the proposals.

- Was asked by Frontier Broadcasting Co. (KSTF [TV] Scottsbluff, Neb., and KFBC-TV Cheyenne, Wyo.) to enlarge issues in the license renewal hearing of Collier Electric Co., for four microwave systems which provide signals to catv systems, to include the economic injury that one system does Frontier stations (BROADCASTING, Oct. 30, 23). Frontier said its stations are affiliated with and give programs from all three tv networks and that by sending signals from three Denver tv stations into Frontier's coverage area, Collier duplicates programming and diminishes Frontier's revenue. It said it has been recognized as a party in interest in previous Collier proceedings by the FCC but wants the commission to make it plain that Frontier has full rights of participation in the hearing.

- Amended its rules to authorize the chief hearing examiner to act on petitions for waiver of requirement that local notice of hearing be given within a certain time and in a certain manner, specifying the site of the hearing. The chief examiner also was empowered to dismiss applications with prejudice for failure to comply with the local notice requirement.

They're off—but don't broadcast it

Broadcast stations had best not consider bookmakers and touts among the "public" they endeavor to serve, the FCC warned last week. All stations were sent a "restatement" of commission policy on the broadcast of horse race information.

Giving the full running, with or without mutuel prices, giving detailed information before races on jockey changes, track conditions and probable odds and sponsorship of race information programs by scratch sheets will come under FCC scrutiny at license renewal time, the statement said.

The FCC granted circumstances may vary greatly in individual cases and said it will continue "to study each set of facts on a case-by-case basis."

Congressional interest in broadcasts of race information was evinced at recent Senate Rackets Committee hearings at which FCC representatives testified on its policies.

FCC acts to isolate telemetering devices

A proposal to restrict low-power telemetering devices and wireless microphones to the fm frequency band (88-108 mc) has been set for rulemaking by the FCC. Such equipment is not licensed nor is licensing contemplated.

Manufacturers of this equipment, which the FCC said is growing increasingly popular especially in the medical field, have requested the FCC to specify conditions under which they can be used. Telemetering devices measure impulses electronically and are used for such purposes as determining physiological data or durability of material under stress.

The FCC said these devices have been operated throughout the 30-100 mc band, which is reserved to licensed radio services concerned with the protection of life and property. Under the plan to authorize their use in the fm band, field strength limits would be set which would make remote the possibility of interference to other radio users and the FCC would require type approval, based on its own laboratory measurements as a control mechanism. Users would be restricted to the 88-100 mc band and would not be protected from interference which might be caused them.

Comments on the proposal are due Jan. 15, 1962.

PROGRAMMING

Trend to variety in radio programs seen

RECORD SOURCE INC. NOTES FADE IN ROCK 'N' ROLL

The "something for everybody" radio format is making a comeback—especially in the music played. "Diversification" is the word Hal B. Cook, president of Record Source Inc., New York, uses to describe the currently developing trend.

With their search for variety, radio programmers are issuing orders to soften the beat of rock 'n' roll music —despite the current dance craze among adults for the rocking "Twist." Along with the de-emphasis of rock 'n' roll, there is a definite move to long-playing album recordings at the expense of single recordings.

"Stations today are really thinking about their programming," Mr. Cook explains. Many, especially in smaller markets, are swtching from specialized (Top-20,-40,-100; easy listening, etc.) to generalized formats. In general, however, large multi-station markets will continue with the specialized approach. Here, too, a de-emphasis of rock 'n' roll seems in the offing.

For more than a year, Mr. Cook's company, Record Source Inc. (RSI), has been providing low-cost record-package plans to radio stations. The demand for such a company arose when the record companies found their promotion budgets insufficient to provide free records to all of the more than 4,000 radio stations now in operation. The record companies still can and do provide complimentary recordings to the large metropolitan stations. So, in general, it is the smaller stations which do business with RSI and with which Mr. Cook is most familiar.

Mr. Cook makes the following observations on trends in music:

- The "easy listening" package now surpasses the "Hot 100" (rock 'n' roll) package on the RSI subscription list.
- More stations now subscribe for album plans than for those offering single recordings.
- A growing demand for "spoken-word" recordings may indicate a developing trend toward specialized all-talk formats in the large markets. Small stations are turning to "spoken word" to vary their music-news formats.

When RSI began, it offered nearly a score of specialized packages. Because the radio formats then in vogue created so little demand for several, the plans offered were reduced to six—three singles packages and three album packages—covering five types of music: easy listening, rock 'n' roll, country and western, jazz and classical. With the resurgence of variety formats, Mr. Cook says he is seriously considering the revival of several of the discarded services.

Since it began, RSI has sent its subscribers albums from more than 35 record labels and singles from nearly 100. With the impending death of the rock 'n' roll era. Mr. Cook expects to use fewer labels in the future. (Many record companies sprout overnight to give birth to one hit recording. When that hit has run its course, the record company usually has, too.)

Mr. Cook offers one word of caution

to stations considering the use of "spoken-word" recordings: audition all dramatic or comedy records before they are broadcast. The language may not conform to profanity laws or the station's own programming code.

Four Star net up 23% in first fiscal quarter

For the first quarter of its current fiscal year, Four Star Television increased its net income after taxes 23% from the comparable period last year, according to Thomas J. McDermott, executive vice president and chief executive officer. For the 14 weeks ended Sept. 30, net income after taxes was a record $181,675, equal to 30 cents a share on the 611,250 common shares outstanding at the end of the period. For a comparable period in 1960, net income was $147,226, or 25 cents a share on the 600,000 common shares then outstanding.

Gross income for the first quarter of 1961 totaled $3,000,778, compared with gross income of $3,581,221 registered in the same period a year ago.

Four Star's properties include *The Dick Powell Show* and *The Detectives* on NBC-TV and *Rifleman* on ABC-TV.

CBS-TV makes new shifts

CBS-TV continued to shuffle its evening programming last week in an effort to strengthen its schedule "in a highly competitive year," according to Oscar Katz, vice president of network programs.

Starting Jan. 4, *Mrs. G. Goes to College* (Wed., 9:30-10 p.m. EST) moves to Thursday evenings, 9:30-10 p.m. EST. The new evening version of the game show, *Password,* originally scheduled to fill that spot (BROADCASTING, Nov. 20) will be in the Tuesday 8-8:30 p.m. time period instead, beginning Jan. 2.

The Dick Van Dyke Show (Tue., 8-8:30 p.m.) changes to Wednesdays at 9:30-10 p.m., starting Jan. 3.

The new Groucho Marx series, *Tell It to Groucho,* will be presented at 9-9:30 p.m., beginning Thursday, Jan. 11. The final broadcast of *The Investigators* (Thur., 9-10 p.m.), will be Dec. 28.

A hit from Broadway for WCBS

A new approach to a music radio program, combining the use of Broadway show tunes and taped interviews with musical comedy stars in their dressing rooms and theatre lovers in the lobbies, is called "a smash success, both in ratings and sponsorship" by officials of WCBS New York. The WCBS program *Lee Jordan's Music of Broadway* is carried each Sunday 10:05 a.m.-12:30 p.m. and 1:15-2 p.m.

Almost two years ago station officials decided that the Sunday morning period, devoted to religious and educational programming, was in need of revitalization. Research indicated the morning period reached slightly more than 40,000 homes. After consultation with station officials, Mr. Jordan worked out a format for the presentation of Broadway music of the past and present exclusively and occasional interviews with performers appearing in New York musicals. In January 1959 the program started in the 10:05 a.m.-12:30 p.m. period only.

"Ratings began to rise gradually," Mr. Jordan recalled, "and sponsors started to come in." By the fall of this year, we found that the morning slot was virtually sold out. Research showed that our audience had almost quadrupled — to almost 120,000 homes. About six weeks ago, the station opened up the 1:15-2 p.m. period and this portion is usually sold out too.

"The audience seems to like our interviews—a backstage look at music through the eyes of performers appearing on Broadway, other entertainment personalities and even people I like to call 'theater buffs' that I meet at Broadway openings. Accordingly, we have extended the number of interviews and now on each program, we schedule about 17 minutes for 'behind-the-scenes' chatter, carried at intervals throughout the broadcast. Each broadcast will have a specific Broadway musical as its theme, with both the music and the interviews pegged to the one musical."

Mr. Jordan, who has had experience as a newsman with WSB Atlanta, WLW Cincinnati and WHAS Louisville, tries to attend each Broadway musical opening and, with portable equipment, interviews the stars in their dressing rooms and well-known theatrical figures and other newsworthy personalities in the lobby. He also obtains material by talking to performers associated with Broadway hits of the past.

Another sign-post of the program's growing popularity: several radio syndicators have approached Mr. Jordan to discuss the possible sale of the program to other stations.

Anna Maria Alberghetti, singing star of the Broadway musical, "Carnival," is interviewed in her dressing room by Lee Jordan, who uses tapes of back-stage talks with theatrical personalities on his weekly "Lee Jordan's Music of Broadway" program over WCBS New York.

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This is the compact new photo light that has started a revolution in studio lighting. It's a specially engineered PROFESSIONAL version of the SUN GUN home movie light, invented by Sylvania, that major Hollywood studios have already adopted.

The SUN GUN PROFESSIONAL is so small it actually fits in the palm of your hand. So powerful it produces 5,000 watts exposure . . . at only 1000-watts electrical cost. So versatile that it easily does the work of most studio lighting equipment . . . and does it better! And the SUN GUN PROFESSIONAL weighs only 3 pounds!

Unlike regular studio equipment, SUN GUN PROFESSIONAL is inexpensive to buy, inexpensive to maintain, inexpensive to ship on location. What's more, SUN GUN maintains original brightness and color temperature for the entire life of the lamp . . . without reducing lamp life!

Where does SUN GUN get its fantastic brilliance? For one thing, it has an amazingly powerful 1000-watt High-Silica Halogen lamp with 65,000 center beam candlepower. It also has a *special reflector* with over 750 light-intensifying surfaces.

The result is an intensely bright light that floods the scene like the sun. Light is smooth and even. Balanced to 3400°K for indoor color film use. Instantly replaceable lamp has 12 hours' average life.

SUN GUN PROFESSIONAL is completely adjustable. Head can be aimed in any direction. Beam spread is 30° vertical; 36° horizontal. Complete with portrait lens, flood lens, metal barn doors, and 12-foot cord.

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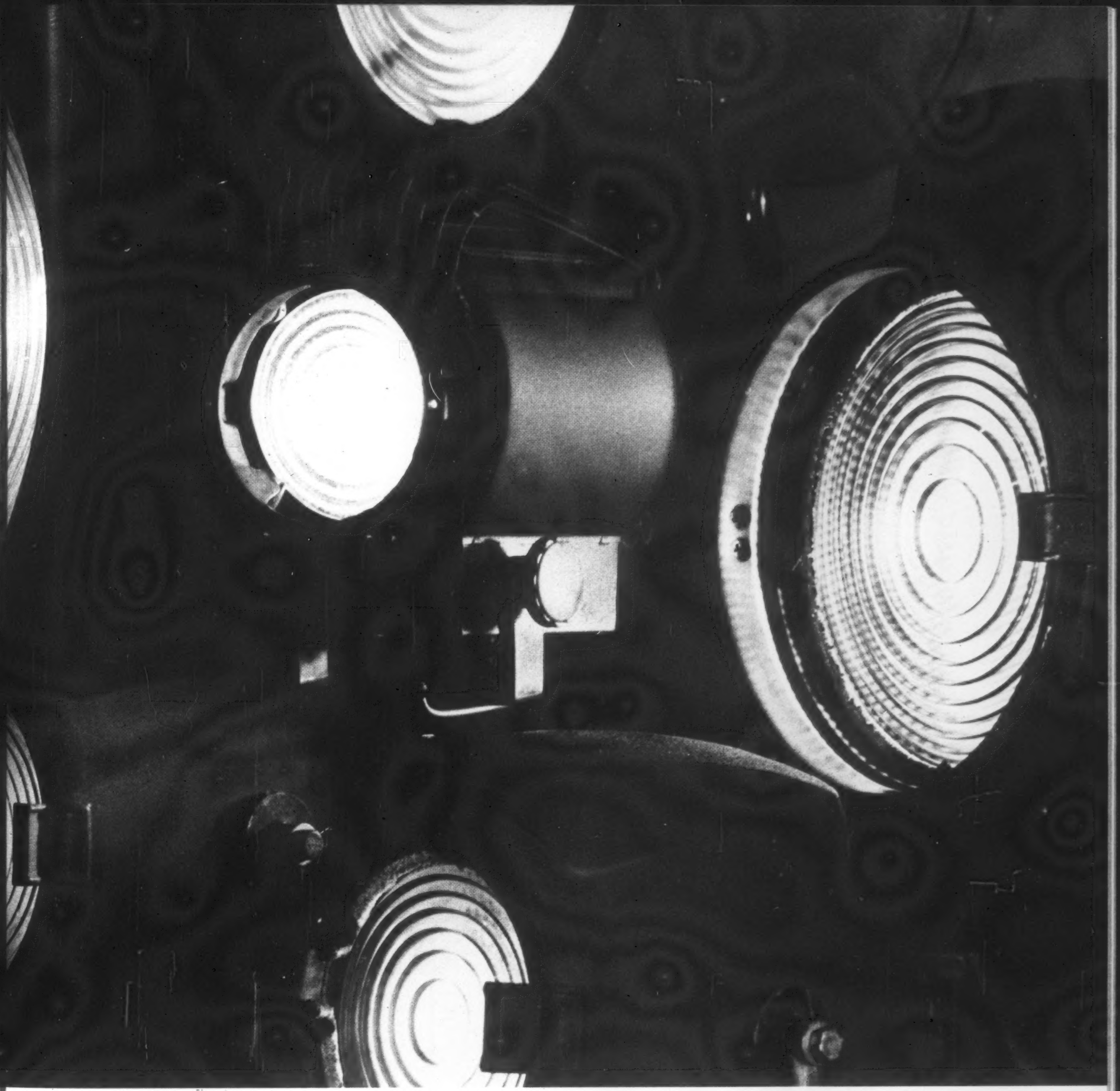

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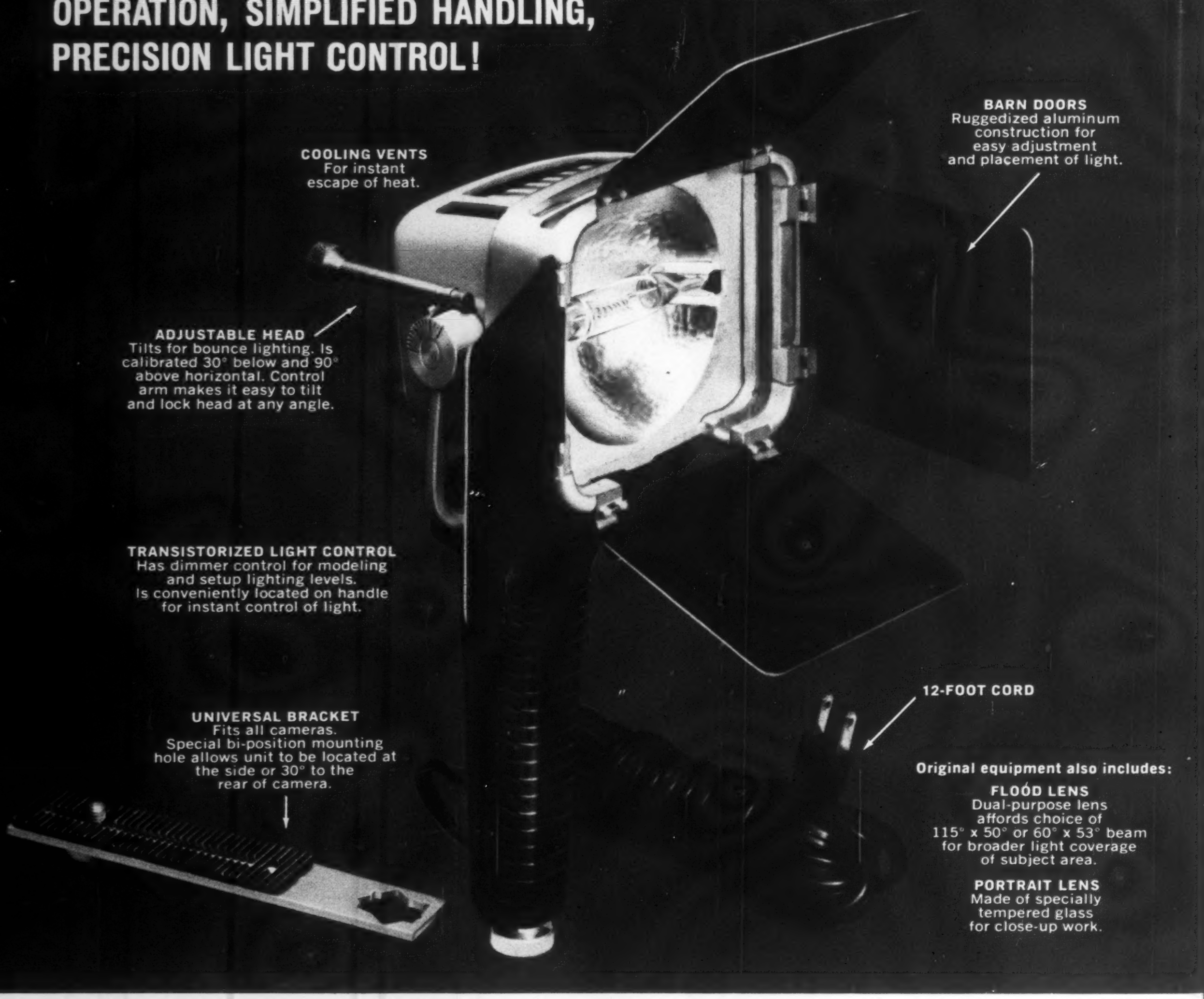
GENERAL SYSTEM

SUN GUN PROFESSIONAL PHOTO LIGHT IS FULLY EQUIPPED FOR EFFICIENT OPERATION, SIMPLIFIED HANDLING, PRECISION LIGHT CONTROL!



COOLING VENTS
For instant escape of heat.

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Ruggedized aluminum construction for easy adjustment and placement of light.

ADJUSTABLE HEAD
Tilts for bounce lighting. Is calibrated 30° below and 90° above horizontal. Control arm makes it easy to tilt and lock head at any angle.

TRANSISTORIZED LIGHT CONTROL
Has dimmer control for modeling and setup lighting levels. Is conveniently located on handle for instant control of light.

12-FOOT CORD

UNIVERSAL BRACKET
Fits all cameras. Special bi-position mounting hole allows unit to be located at the side or 30° to the rear of camera.

Original equipment also includes:

FLOOD LENS
Dual-purpose lens affords choice of 115° x 50° or 60° x 53° beam for broader light coverage of subject area.

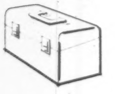
PORTRAIT LENS
Made of specially tempered glass for close-up work.

Full range of optional accessories quickly adapts SUN GUN for every studio lighting need!

Accessory holder. Adapts SUN GUN to accept the following wide variety of specialized optional accessories:

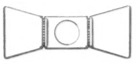
Daylight filter. Corrects color temperature of basic 3400°K lamp to permit use with daylight type color film. Eliminates need to correct light with camera filters that reduce efficiency of fine camera lenses.

Snoots. Provide a finely controlled beam for spot highlighting of small areas. Two sizes—large and special optical "Sniper Snoot."



Carrying case. For convenient carrying of SUN GUN and accessory lenses.

Super-spread lens. Spreads beam to match field of extra-wide-angle camera lenses. For use with large barn doors or accessory holder.



Large barn doors. Permit horizontal control of light beam to conform to specific area lighting requirements or to keep light out of camera lens.

Special 3200°K filter. High-silica glass, accurately balanced for Type B film.

Diffusing filter. Spun-glass scrim provides soft, even, diffused light for close-up work. Includes removable spread lens.

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COLORCASTING

Here are the next 10 days of network color shows (all times are EST).

NBC-TV:

Nov. 27-Dec. 1, 4-6 (6-6:30 a.m.) **Continental Classroom,** Contemporary Mathematics.

Nov. 27-Dec. 1, 4-6 (6:30-7 a.m.) **Continental Classroom,** American Government.

Nov. 27-Dec. 1, 4-6 (10:30-11 a.m.) **Play Your Hunch,** part.

Nov. 27-Dec. 1, 4-6 (11-11:30 a.m.) **The Price Is Right,** part.

Nov. 27-Dec. 1, 4-6 (12:30-12:55 p.m.) **It Could Be You,** part.

Nov. 27-Dec. 1, 4-6 (2-2:30 p.m.) **Jan Murray Show,** part.

Nov. 27, Dec. 4 (8:30-9 p.m.) **The Price Right,** P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

Nov. 27-Dec. 1, 4-6 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

Nov. 29 (9-10 p.m.) **We The People, 1961,** Kraft through J. Walter Thompson.

Nov. 30 (9:30-11 p.m.) **Hallmark Hall of Fame,** Hallmark through Foote, Cone & Belding.

Dec. 1 (9:30-10:30 p.m.) **Dinah Shore Show,** AT&T through N. W. Ayer and American Dairy through Campbell-Mithun.

Dec. 2 (9:30-10 a.m.) **Pip the Piper,** General Mills through Dancer-Fitzgerald-Sample.

Dec. 2 (10-10:30 a.m.) **The Shari Lewis** Show, Nabisco through Kenyon & Eckhardt.

Dec. 2 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

Dec. 2 (5-6 p.m.) **All-Star Golf,** Kemper Insurance through Clinton Frank; Reynolds Metals through Lennen & Newell.

Dec. 2 (7:30-8:30 p.m.) **Tales of Wells Fargo,** part.

Dec. 2 (9-11 p.m.) **Saturday Night At the Movies,** part.

Dec. 3 (concl. of football game to 5 p.m.) **Patterns in Music,** sust.

Dec. 3 (6-6:30 p.m.) **Meet the Press,** co-op.

Dec. 3 (7-7:30 p.m.) **The Bullwinkle Show,** General Mills through Dancer-Fitzgerald-Sample; Ideal Toys and Beech-Nut Gum through Young & Rubicam.

Dec. 3 (7:30-8:30 p.m.) **Walt Disney's Wonderful World of Color,** RCA and Eastman Kodak through J. Walter Thompson.

Dec. 3 (9-10 p.m.) **Bonanza,** Chevrolet through Campbell-Ewald.

Dec. 3 (10-11 p.m.) **Highways in Melody,** Cities Service through Lennen & Newell.

Dec. 4 (8-9 p.m.) **Japan—East is West,** Lincoln-Mercury through Kenyon & Eckhardt.

Dec. 6 (6:45-7 p.m.) **Huntley-Brinkley Report,** Texaco through Cunningham & Walsh.

Dec. 5 (7:30-8:30 p.m.) **Laramie,** part.

Dec. 6 (7:30-8:30 p.m.) **Wagon Train,** R. J. Reynolds through William Esty; National Biscuit through McCann-Erickson, and Ford through J. Walter Thompson.

Dec. 6 (8:30-9 p.m.) **Joey Bishop Show,** American Tobacco through Sullivan, Stauffer, Colwell & Bayles and Procter & Gamble through Benton & Bowles.

Dec. 6 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

Dec. 6 (10-10:30 p.m.) **The Bob Newhart Show,** Sealtest through N. W. Ayer.

Dec. 6 (10:30-11 p.m.) **David Brinkley's Journal,** Douglas Fir Plywood through Cunningham & Walsh; Pittsburgh Plate Glass through BBDO.

NBC-TV'S A WINNER

Newspaper critics poll gives network top spot—Sarnoff

NBC Board Chairman Robert Sarnoff has reviewed the reviewers. He did so in a letter to radio-tv editors today (Nov. 27). In it are the results of his network's "analysis" of what the critics have had to say about this season's programs—and by happenstance this yardstick measurement places NBC-TV on top.

Mr. Sarnoff proudly proclaimed that of a "top 14" list his researchers compiled of programs received favorably by the critics, NBC-TV walked off with 9. Equally satisfying (to NBC-TV at least): of a low list of the 12 most panned shows, only three are on NBC-TV. He said that for its "reading," the network culled the critical reviews of the seven New York dailies and the *Christian Science Monitor*. Each review was gauged as "excellent," "good," "fair," "poor" and "no opinion." Only those program starts on which at least two of the critics expressed an opinion were used.

The favorable programs were those about which more than half of the reviewers expressing an opinion rated the shows excellent or good. The shows "panned" were those about which at least half of the critics expressing an opinion called them "poor."

Here is his top 14 (grouped according to network):

On ABC-TV—*Alcoa Premiere* and *Target: The Corruptors;* CBS-TV—*Father of the Bride, Mrs. G. Goes to College* and *Window on Main Street;* NBC-TV—*David Brinkley's Journal, Dick Powell Show, Dr. Kildare, Du-Pont Show of the Week, International Showtime, Hazel, 1-2-3 Go* (an early Sunday evening program), *Saturday Night at the Movies* and *Walt Disney's Wonderful World of Color.*

Here is Mr. Sarnoff's bottom 12 (grouped according to network):

On ABC-TV—*Bus Stop, Follow the Sun, The New Breed, The New Steve Allen Show* and *Top Cat;* CBS-TV—*Bob Cummings Show, The Investigators, Ichabod and Me, Mister Ed* (also early evening); NBC-TV—*87th Precinct, Joey Bishop Show* and *Theatre 62* (pre-empts *Show of the Week* about once each month).

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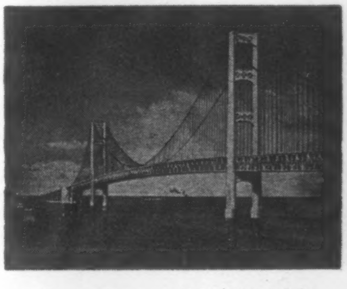

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INCLUDING a big chunk of the U. P.
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Offering the Only Principal
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coverage to Traverse City,
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7000 **MORE** Homes Reached Than Sta. B
(M-F, Noon-6 PM)
1900 **MORE** Homes Reached Than Sta. B.
(M-F, 6 PM-Mid.)
2800 **MORE** Homes Reached Than Sta. B.
(Sat. 6 PM-Mid.)
1900 **MORE** Homes Reached Than Sta. B
(Sun. 6 PM-Mid.)

*ARB (March, 1960)

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You've got to be a documentary lover

HOW DAVID WOLPER FOUND SUCCESS: HE DWELT AMONG UNTRODDEN WAYS

In the more than 50 years that the movies have been part of the American way of life, almost every major industry in the land has at one time or another found occasion to have its history recorded on motion picture film. The outstanding exception has been the motion picture itself, but now this remarkable and, at least to Hollywood, regrettable omission is being remedied.

This Wednesday, at 7:30-8:30 p.m., NBC-TV is pre-empting the time normally occupied by *Wagon Train* to present a special program, "Hollywood—the Golden Years." This program, documenting the history of silent pictures from their early, nickelodeon days to the lush era of 1920's, will be sponsored by Procter & Gamble and P&G also has an option on the 90-minute sequel, "Hollywood—the Talkies," which NBC-TV also will broadcast, probably about a year from now.

Social historians will record it as significant, if ironic, that when the life story of motion pictures was first told, the telling was done by a tv producer for use on a medium the movie makers first ignored, then bitterly opposed and at length reluctantly accepted as one of the inescapable facts of life of America in the 1960's. A tragi-comic footnote might mention the history's commercial sponsorship, and a soap company, at that.

Why They Waited ▪ "The long delay of the movies in getting their own story on film would be incredible if there weren't a very simple explanation," David L. Wolper said last week. "For understandable reasons, none of the major picture producers was willing to give any other company free access to its film library and files, yet they would not accept the idea that any outside producer could do the job properly."

The success of Wolper Productions in getting the right to do it and the cooperation essential to doing it right was the result of "a lot of perserverance and a little lucky timing," Mr. Wolper explained. First he talked to executives of the Motion Picture Producers Assn., then to the heads of the seven individual major motion picture companies who comprise the MPPA membership, finally he made three appearances before the MPPA board of directors. "The third time was the day after Kennedy's campaign speech on the history of our nation and the importance of our national heritage. I stole his idea and told the producers that the best way to sell motion pictures was to remind people that for more than half a century movies had been an important part of their lives. That did the trick and after I'd agreed to give part of the proceeds to any charity that the producers selected, I got the board's approval. Then all I had to do was to get seven copies of the contract signed by the individual companies and if you've ever tried to get seven corporation lawyers to agree to identical language you'll appreciate my need for all the perserverance I could muster up."

When he'd gained access to the libraries of the individual companies, Mr. Wolper discovered that many of the early pictures were not there because they had been sold to their stars and he finally had to go to more than 80 sources to get the films he wanted. Sometimes the trail was long, such as that for Garbo's first picture—a filmed ad for a bakery which she made in Sweden when she was 16. "I'd read about it in Joe Steel's biography of Garbo," Mr. Wolper said, "and we got a print by tracking down the bakery and persuading the manager to have some one look for it. He was sure it had been destroyed or discarded years before, so the persuasion took more time than it did for them to find it, once they started looking. But they did and we have a bit of it in our documentary."

After getting all the rights and locating all the films, Wolper's editors found themselves with more than a million feet of film to study to get just the parts they wanted. "All in all, we spent more than a year on the job and there were many times when I felt that the movie producers had been smart not to attempt the job themselves," he said. "The next one, dealing with pictures with sound and of a more recent vintage, won't be so tough, or so I keep telling myself."

A Young Man's Field ▪ Television came along just in time to answer David Lloyd Wolper's demand for an interesting and rewarding occupation. Born in New York City, Jan. 11, 1928, Dave had graduated from Columbia High School and had a couple of years of college (one each at Drake U. in Des Moines and Southern California in Los Angeles) when he learned that the father of a high school pal, Jim Harris, had bought a batch of short films to sell in the home movie field. "Jim and I asked him to let us try our hand in selling them to the handful of tv stations that were on the air then—15, as I recall. He said sure and offered use half of whatever we could get. That was all we needed and in very short order those 60 shorts were running on every station in the country."

Soon after that, Dave and Jim and Jim's father and another friend, Sy Weintraub, formed Flamingo Films as a distribution company of programs for television. Flamingo got the tv rights to a number of full length features, including "Adventures of Martin Eden," which David recalls as the first feature film ever sold to television (and he should recall it for he made the sale). Flamingo also had the tv rights to the Superman shorts, features, cartoons and serials.

Whenever a new tv station went on the air, David was on hand for the grand opening. "I attended about 60 inaugural affairs in a couple of years," he said. "Mostly I was the only film salesman there and the first of that breed the station management had ever met, so I generally made the sale." He recalled that when he first visited WDAF-TV, the publisher of the *Kansas City Star*, owner of the station, sat in on the screening along with the station manager and other executives. "Buying a feature for tv was a big thing then."

In 1951, Flamingo was merged with Elliot Hyman's Associated Artists by Matty Fox to form a new company, Motion Pictures for Television. David was elected vice president in charge of west coast operations and in the next three years sold more than $10 million worth of films for television, including *Superman* to Kellogg, which retained its sponsorship of the series for eight years.

Flamingo pulled out of MPTV in 1954 and was reorganized by the original partners who ran it for a couple of years more before selling it to Essex Universal Corp. David spent a year as executive vice president of the Continental Industrial Bank of Los Angeles in charge of motion picture and television loans, but by 1958 he was back in tv programming as head of Wolper Productions. Wolper's first product was a series of 78 half-hour *Divorce Hearing* programs for distribution by Allied Artists' Interstate Tv.

Networks Said No ▪ That same year Mr. Wolper produced "Race for Space," hour-long documentary program dealing with the U.S.A.-U.S.S.R. contest for supremacy in outer space exploration. He was successful in getting full cooperation from both the U. S. and the Russian governmental agencies concerned, but when he attempted to find a network time period for the program he was blocked by the networks' policy not to broadcast any public affairs programs they had not themselves produced. So, despite its official sanction and although it had already been sold to an advertiser, "Race for Space" was ruled out by the networks.

"Fortunately, I had a stubborn sponsor who wouldn't take no for an answer," Mr. Wolper related. The sponsor, Shulton Inc., and its agency, Wesley Assoc., lined up 105 stations (all but six of them network affiliates) which carried the program as national spot business, the last week in April 1960 and rebroadcast it a few weeks later. The next year, after it had been nominated for a Motion Picture Academy Oscar (first tv program ever so honored), "Race for Space" got a third nationwide non-network showing, this time for Tidewater Oil, which followed it shortly on the same stations with another Wolper space documentary, "Project: Man in Space."

"Again, the timing broke right for us," Mr. Wolper recounted. "The broadcast dates had been set five months in advance and there was nothing we could do about them, but "Race for Space" went on just a few days after Yuri Gagarin made his historic flight and "Man in Space" was broadcast the same week as Alan Shepard's venture into outer space."

Sports ▪ Following "Race for Space" Wolper Productions found itself solidly in the documentary business. F & M Schaefer Brewing Co., through BBDO, New York, ordered two one-hour sports specials, "The Biography of a Rookie," Willie Davis of the Los Angeles Dodgers, and "The Rafer Johnson Story," the United States decathlon champion. "Rookie" was broadcast last April and "Rafer Johnson" in September, on a national spot basis.

Ziv-United Artists liked the pattern of those two sports programs, with real people playing themselves in their real-life surroundings and no professional actors, and asked Wolper Productions for a series of half-hour programs of that order to be called "The Story of. . . ." an artist, a bull fighter, a test pilot, a singer, a prisoner, and so on. "We call these dramatic documentaries and we try to make them like any other drama with a hero and a villain, a conflict and a climax," Mr. Wolper stated. "We want to end each one with a dramatic note, and not with a group of people looking up at the sky or walking into a sunset. We believe that the average viewer wants to be entertained more than he does to be informed or educated, so we try to use the elements of good entertainment to keep him watching these documentaries. "The Story of a Singer" concludes with her opening night at Las Vegas, "The Story of a Prisoner" with his appearance before the parole board, "The Story of a Boxer" with his first fight at Madison Square Garden, "The Story of an Artist" with his first one-man show. Of course, we can't control what happens and sometimes it's not exactly what we'd prefer. Our boxer lost his fight; our artist got bad reviews on his show, but he sold six paintings, so maybe that was really a happy ending after all.

A modest Wolper: "timing broke right for us . . ."

"Each of these *Stories* takes eight weeks to produce, with eight days of shooting and five weeks of editing. We don't shoot a foot of film in the studio; it's all done on location and sometimes it gets to be a terrific problem in logistics. The key is what we learned from Willie Davis and Rafer Johnson—to let each character do on camera what he does in his everyday life, so he's bound to do it naturally and forget there's a camera watching him do it."

Great Men's Lives ▪ Wolper Productions has another 39 half-hour programs in the works for Official Films. With the generic title, *Biography,* these deal with the lives of famous people and unlike *The Story of . . .* these are not produced at all but edited from stock footage. "It's a different sort of a thing but it's no less difficult," Mr. Wolper commented. "To dig out the proper facts about Admiral Byrd or General Pershing or Ghandi or Babe Ruth or the Windsors—to name a few of our subjects—we have to know what's available in all of the newsreel libraries as there's no point in worrying about what's not there, like a picture of Hitler on the telephone. There just isn't one and when you think about it there's no reason that there ever should have been a cameraman around to make such a picture.

"To make it easier for Jack Haley Jr., who is the producer of that series, and his staff, we have put all of the newsreel file cards on microfilm, with a light flash every 10 years to help speed up the research process. Even so, it's a terrific job."

Overseas Market ▪ David Wolper looks for a big export business for *Biography,* first, because each subject is known around the world; second, because the subject speaks his own language and only the narration need be translated, so there are no problems that arise when lip synchronization is called for; third, because this type of program is good for use in many places besides tv. On the day of the interview, an order had come in from United States Information Agency for 25 prints of "The Rafer Johnson Story" to be shipped to Ghana for showing in schools.

In 1960, Mr. Wolper joined forces with Sol J. Turrell, president of Sterling Television Co., to form Wolper-Sterling Productions. "Project: Man in Space," "Biography of a Rookie," "The Rafer Johnson Story," "Hollywood—the Golden Years," and "Hollywood—the Talkies" have been released under the W-S label, as well as "Valentino," a film biography of the great screen lover produced by Mr. Turrell. W-S has recently been replaced by Fountainhead International, a distribution firm owned 50-50 by the Wolper and Sterling operations, whose function will be to handle re-run sales of their programs. George Hancock, formerly with Screen Gems, is heading the F I sales operation.

Right now Wolper Productions is at work on two one-hour specials for use on the *DuPont Show of the Week* on NBC-TV, probably next spring. They are "The Birth of a Broadway Musical" and "The Biography of a Movie." Each will begin with the germination of the idea and follow through the myriad details of the production to the musical's opening night and the movie's premiere. Two more DuPont-NBC specials are being discussed and a number of other specials and two more series are currently in negotiation.

It Takes Dedication ▪ "Our real problem is manpower," Mr. Wolper noted. "There just aren't enough people with documentary experience around, even though the networks are training more people for us now and we're grateful for those we've gotten from them in the past. Good documentary makers are dedicated people, like Mel Stuart, producer of *The Story of . . .* who got his start with Henry Salomon and the *Project 20* specials at NBC-TV and then worked with CBS-TV's *20th Century* series before joining the Wolper organization. Most of the top documentary people write and direct and produce their programs, as well as doing a lot of the basic research on them. One of our group—Art Swerdloff, who came to use from *CBS Reports*—even does his own editing. And they're all documentary lovers. That's essential. The work is too demanding for anyone who isn't in love with it."

There's also a problem of space for the company's personnel, currently abount 150, and the tons of equipment needed to record and edit the material now in production. The company has already out-grown the building at 8720 Sunset Blvd. (built by Earl Carroll of The Vanities fame and retaining a Carroll touch in the circular reception room of red velour panels separated by stark white pillars) which it moved into earlier this year. It has just taken over the building next door and, still feeling cramped, is planning to lease still another nearby building next month.

Wolper Productions today is the top producer of documentaries outside of the networks and David Wolper, at 33, is much too busy with the work at hand to worry about new fields to conquer. Leaning back at his desk and puffing thoughtfully on his cigar (a La Corona Raphael), he reflected that "television for all its faults, should be credited with upgrading documentaries. In the movie theatres, they were chiefly filler and often boring filler at that. Television has given them real stature.

"Maybe we should thank Newton Minow for a fine publicity job on our behalf. It's certainly a fact that since his famous 'vast wasteland' speech there's been an upswing in interest in documentaries, even among advertising agencies. It came after the schedules had been pretty well set for this season, but there's a lot of interest for next year and if we can get the people to handle it I expect our business to have doubled by then."

TvQ's top ten for October by age

Rank	Program	Total Audience TvQ*	Age Groups 6-11 TvQ*	12-17 TvQ*	18-34 TvQ*	35-49 TvQ*	50+ TvQ*
1	Disney World of Color (NBC)	51	78	61	40	39	41
2	Ben Casey (ABC)	50	42	54	49	54	42
3	Saturday Night Movie (NBC)	48	65	58	49	41	36
4	Andy Griffith Show (CBS)	47	65	49	43	43	45
4	Sing Along with Mitch (NBC)	47	47	30	38	48	60
6	Bonanza (NBC)	46	51	60	45	40	39
6	Real McCoys (ABC)	46	60	44	36	44	47
8	International Showtime (NBC)	44	61	39	35	35	50
8	Red Skelton (CBS)	44	65	56	39	39	36
10	Wagon Train (NBC)	43	48	43	36	41	47

*Percentage of viewers familiar with a show who consider it "one of my favorites."

MGM-TV, BBC join on series

MGM-TV and BBC have begun production on *Zero One* (BROADCASTING, Nov. 6), a new half hour adventure series to be carried on the British television network early in 1962.

Zero One is being produced at MGM's British studios in Herts, near London and on location in England. The series, produced by Lawrence P. Bachman, head of British production for MGM, is based on the memoirs of Donald Fish, former security officer for British Overseas Airways Corp.

Aida Young is associate producer and Elliott Baker script editor of the series, which will star Nigel Patrick and Bill Smith.

Program notes...

NBC's forecast ▪ NBC News' annual forecast of world events will be presented as a full-hour special color broadcast called *Projection '62* on NBC-TV Jan. 5, 1962. It will be sponsored by the Gulf Oil Corp. through Young & Rubicam. Producer is Chet Hagan.

Reynolds Metals film ▪ *Aluminum in Defense,* a 10-minute, 16mm sound color film about the U. S. military produced by the Reynolds Metals Co., is available for free loan to tv stations through Association Films, New York.

Jellybean series ▪ Jules Power Productions, New York, has completed *Jellybean Comedy Clubhouse,* a series of 104 children's program vignettes produced by Danny Wilson, vice president of Power. The program will be distributed by the Power organization in the U. S. and abroad.

New Ziv-UA series ▪ Ziv-United Artists reports it has signed Leslie Stevens to write, produce and direct an hour-long series, *Rodeo, U.S.A.,* which will be produced in association with ABC-TV. The series is aimed for presentation on the network during 1962-63. Mr. Stevens is the second independent producer signed by Ziv-UA for the creation of new network series (BROADCASTING, Nov. 18).

Biographical series ▪ Wolper Productions Inc. will produce a new television series, *Biography,* which will document the lives of outstanding world figures of the past half-century. Jack Haley Jr., who produced the pilot "Fiorello LaGuardia," has been named producer of the new series. Production is now underway on the stories of Admiral Richard Byrd, Charles Lindbergh, Babe Ruth, Franklin D. Roosevelt, and Thomas Alva Edison.

Branching out ▪ The U. of Detroit has added to its production schedule a weekly two-hour taped show of on-campus entertainment and discussion entitled *Tonight on Campus.* Previously, the university has produced only short public service programs.

Educational award ▪ The *G. E. College Bowl* (CBS-TV, Sun. 5:30 to 6 p.m.) has been awarded a medal of merit by Pi Delta Epsilon, national honorary collegiate journalism society. The citation recognized *College Bowl* for "leadership in furthering public understanding of higher education."

Mental health film ▪ "You Are Not Alone," the story of a man who goes through an emotional disturbance, is available in 16mm to tv stations, community organizations, high schools and industries. The half-hour drama was commissioned by the Connecticut Mutual Life Insurance Co., and produced by Association Films Inc., New York.

Freeman signs ▪ Devery Freeman has been signed as producer of *Pete & Gladys* (CBS-TV, Mon., 8-8:30 p.m. EDT), according to Parke Levy, president of El Camino Productions and Guy dellaCioppa, vice president of programs for CBS-TV, Hollywood. Mr. Levy continues as executive producer.

Program examines Britain ▪ *Postscript to Empire,* a dramatic study of Great Britain in transition, the first U. S. production for Intertel (International Television Federation), will be seen in this country and three other English-speaking nations during the next month. In the U. S., *Postscript* will be on the five Westinghouse Broadcasting Co. stations and 55 National Educational Television outlets.

Fallout report ▪ WCIA (TV) Champaign, Ill., has added a new statistic to its weather maps in its daily weathercasts—the amount of radioactive fallout recorded each day in the central Illinois area.

War story ▪ WSB-TV Atlanta has sent two newsmen to Europe to do an hour-long documentary on World War II. News editor Hal Suit and chief cameraman Joe Fain will cover battlefields from Scotland to West Berlin, concentrating on the human element in war. The show, called "Return," will be presented early in 1962.

Five-a-week ▪ Jim McKay, broadcast sports reporter, will contribute a Mon. through Fri. five-minute radio sports program to the new Time-Life Broadcast News Service. Mr. McKay's daily show, *Topic A—Sports,* will be based on material gathered for *Sports Illustrated* and the sports department of *Time* and *Life.*

Mills move ▪ Jim Mills Productions, Chicago, has moved to new offices at 1230 West Washington Blvd. New phone: 666-3345. Mills currently is marketing new two-minute radio sports feature, *Sports Beyond Belief,* and last week made major sale to Post & Mohr, Chicago, for Old Milwaukee beer in 60-100 markets.

Murder documentary ▪ The Crown tv stations (KING-TV Seattle, KGW-TV Portland and KREM-TV Spokane) will present a special documentary of the factors which combine to make a man a murderer, at 9-10 p.m. Nov. 29. Titled "The Volcano Named White," the program tells the story of Don White, in jail in Seattle under a death sentence for killing two people he had never seen before. Bob Schulman, KING-TV special features director, wrote and narrated the program from an idea by Barry Farrell, who conducted more than three hours of interviews with Don White in his cell.

Broadway pilot ▪ Bob Banner Assoc., New York, will produce a pilot film on *Kings of Broadway* for NBC. The series, tentatively scheduled to go into production in early 1962, concerns the fortunes of King & Co., a family group performing on the two-a-day vaudeville circuit.

New show ▪ Time-Life Broadcast Inc. in association with Ogilvy, Benson & Mather, is developing new series, *Speaking of People* for 1962-63. The program is geared to bring the feature story technique to tv. Done live from New York, the program illustrates the immediacy and spot news value of television.

Suit against KCOP ▪ Damage suit for $1.5 million has been filed in Los Angeles Superior Court by Jack Douglas, travel-adventure program producer, against KCOP (TV) Los Angeles, Nafi Corp. (owner of KCOP), Al Flanagan (former president of Nafi Broadcast Div. and general manager of KCOP), and Bill Burrud, another producer of travel-adventure programs. Suit charges that travel format originated by Mr. Douglas in 1954 for his *I Search for Adventure* tv series was adopted by Mr. Burrud for his travel programs with the aid of KCOP.

ABL broadcasts ▪ KABC Los Angeles is broadcasting all 30 home games of the Los Angeles Jets, members of the new American Basketball League. KFRC San Francisco has announced that it will carry the complete 80-game schedule of the Saints of that city, also in the ABL.

New wrestling show ▪ The Foothills Athletic Club Ltd., Calgary, Alberta, Canada, announces the production and

ATLANTA? TULSA?
NEW ORLEANS?

NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 71.7% SHARE OF AUDIENCE

According to March, 1961 ARB we average 71.7% share of audience from 9 a.m. to midnight, 7 days a week in Monroe metropolitan trade area.

KNOE-TV
Channel 8
Monroe, Louisiana
The only commercial TV station licensed to Monroe.

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: The Crossett Company, producers of lumber, paper, chemicals and charcoal—Crossett, Ark.

syndication of *Big Time Wrestling From Calgary*, a weekly video-tape show produced at CFCN-TV Calgary.

Festival film ▪ A new color film, *Festival America,* featuring America's most popular historical festivals, celebrations and commemorations has been released by the Gulf Oil Corp. and is available free to television stations through the distribution facilities of Association Films Inc.

Tv spirituals ▪ Production has begun in Canada on a new half-hour tv series, *Sweet Chariot,* which will feature spirituals, work songs and folk music. The film and tape series is being produced jointly by Fremantle of Canada Ltd. and Rai Purdy Productions Ltd., both Vancouver. It will be distributed throughout the world by Fremantle International, New York, and will be available for sale shortly. A Negro choir of 16 appears in each episode of the series.

Daytime changes at NBC-TV ▪ A new panel game show in color, *Your First Impression,* will start Tue., Jan. 2 on NBC-TV. The show will be seen Monday through Friday in the 12 noon slot held by *Truth or Consequences,* which will move to 12:30 p.m. succeeding *It Could Be You,* which will go off the air.

Fonda and family ▪ *Henry Fonda and the Family,* a comedy review examining the contemporary American family, will be presented as an hour-long special, Tue., Feb. 6, 1962 (8:30-9:30 p.m. EST) on CBS-TV.

Assigned to distribute film ▪ Carousel Films Inc., New York, has been licensed by CBS Films Inc., that city, to distribute in the non-theatrical 16 mm market the *CBS Reports* program entitled "The Water Famine," which was broadcast on CBS-TV Thur., Oct. 19.

Ziv-UA entry ▪ Ziv-United Artists reports that Chrislaw Productions has been signed to create new tv programs for Ziv-UA. Chrislaw, headed by actor Peter Lawford, is already at work developing its first property for Ziv-UA—a half-hour situation comedy series starring Keeley Smith to be produced in association with ABC-TV.

Roach sale postponed

Federal Bankruptcy Court in Scranton, Pa., last Tuesday (Nov. 21) postponed for 10 days its decision on a petition for approval of the sale of Hal Roach Studios to Wenrob Inc. for $2.1 million (BROADCASTING, Oct. 9). Studios are the property of Scranton Corp., now in bankruptcy due to financial manipulations of its former president, Alexander Guterma. Mr. Guterma acquired the Roach property along with the Mutual Broadcasting System (now owned by Minnesota Mining & Mfg. Corp.), in a diversification program.

Animation added ▪ Filmways Inc., New York, producer of filmed tv commercials, has added an animation department to its facilities, according to Fred Raphael, vice president and general manager. The new department is headed by art and animation director Sid Greene.

First run for 'Pursuers' ▪ CBS Films Inc. has acquired distribution rights to *The Pursuers,* a half-hour action-adventure series starring Louis Hayward. The 39-episode series, which is a first-run program for the United States, was produced in England by Crestview Productions, London, and has been carried on television there. Distribution in the U.S. will start on Jan. 1, 1962.

New cartoons ▪ Hanna-Barbera Productions, Hollywood, has set three new cartoons for syndication through Screen Gems, the firm has announced. Scheduled for release early next year, the 156 five-minute shows star a new series of characters, Touche Turtle and Dum Dum, Lippy the Lion and Hardy Har Har and Wally Gator.

New Thunderbird studio ▪ Ground has been broken for the new Thunderbird Film studio in Miami Beach. Costing over $1 million, according to the company, plans call for a "production city," consisting of five buildings on a full block. One of the buildings will house a 32-foot high sound stage, said to be the largest in the southeastern U.S.

Legislature on tv ▪ Complete proceedings of the opening session of the New York State Legislature will be televised by WAST (TV) Albany, on Jan. 3, 1962. WAST will offer its coverage to other New York stations.

New 10-minute show ▪ *Good Housekeeping* magazine has announced the availability of a monthly 10-minute program for both radio and tv. The program, offered in script form, will include home-service and public-service material exclusively from the pages of the magazine. Copies of the show may be obtained without charge from the Good Housekeeping Radio & Television Dept., 959 Eighth Ave., New York.

Operation William Tell ▪ WJHG-TV Panama City, Fla., devoted 16 hours of live coverage to Operation William Tell, said to be one of the largest aerial gunnery operations in the history of the air force.

New tv production firm plans dramatic 'factuals'

The formation of Holbrook Productions, New York, to create and produce television programs in the area of dramatic "factuals" was announced last week by Burton Benjamin and Isaac Kleinerman, partners in the new company and now executive producer and producer respectively of CBS-TV's *The Twentieth Century*

For the 1962-63 season, Holbrook is projecting the following production schedule:

D.F.C., a half-hour film program dramatizing the personal heroism of holders of the Distinguished Flying Cross, including Charles de Gaulle and Amelia Earhart (this series is being considered by NBC-TV); a one-hour, taped-and-film program being developed in association with the Book of the Month Club that would dramatize a front-ranking non-fiction book in advance of its publication by the club (10 episodes a year are planned); 22 half-hour programs, titled *The Men Who,* which would dramatize the lives of outstanding world figures and would be added to 30 similar programs presented on *Twentieth Century* for syndication to stations early next year (this project is said to have CBS-TV's approval), and a half-hour program, titled *What Do You Want to Be?,* which would provide an insight into the requirements of various professions and vocations through interviews with successful practitioners.

Mr. Benjamin

Mr. Klein

Messrs. Benjamin and Kleinerman said that they hope to continue with *Twentieth Century* as long as it remains on the air. They have been associated with the series since its inception in 1957.

Holbrook's headquarters is at 521 Fifth Ave., New York.

Film sales...

Special Features (Seven Arts Assoc): Five sold to KRTV (TV) Great Falls, Mont., and 13 each sold to KBLL-TV Helena and KXGN-TV Glendive, both Montana.

Big Time Wrestling From Calgary (Foothills Athletic Club Ltd.): Sold to KGUN-TV Tuscon, Ariz.

Brisk pace set by European tv makers

MORE NETWORKS AND LOWER PRICES SPARK CONSUMER INTEREST

Western European television receiver manufacturers have been striving to keep their operations abreast of other sectors of European tv, where much progress has been made, and despite setbacks, notably in West Germany, they have been succeeding.

Many of the problems set manufacturers share can be traced to initial confusion about whether vhf or uhf would win as the predominant system. Now that uhf seems generally established—at least as an alternate to vhf, and in many cases, the only type of operation—receiver producers are having to make uhf tuners available for all vhf sets, and vhf-only equipment is selling at a loss, and its eventual demise as a product line is likely.

Another variable receiver manufacturers have had to overcome has been erratic fluctuation in the supply-and-demand relationship. Over-production has caused a serious recession in the West German set market. Yet that very over-production was no more than a continuation of the rapidly accelerating consumer trends apparent in the middle and late 'fifties. In other market areas with less production potential than West Germany, however, manufacturers seem to have effected a satisfactory balance between sales and production. And despite the problems, television saturation indices are slowly rising throughout Europe.

Set Design ▪ Variety in model design is only beginning to become a factor in the European set market. A "first things first" attitude has generally characterized manufacturers' approach here. They have favored an increase in the public's interest in television itself, rather than experimentation with design varieties which they considered premature and confusing.

But in areas where tv's growth and acceptance have been rapid, model variety is becoming more important. In Italy, for instance, a luxury set line has been built around the 23-inch tube, and prices for these receivers range from $370 to $500. Though the prices have remained fairly constant, tending to rise, if anything, the lines of medium-priced ($250) sets have been reduced and are selling quickly in an active market. Sales of tv set accessories—converters, antennas, tuners—have also risen sharply with the opening of a new uhf network.

Austrian reports indicate that tv circulation there is about 12%, and annual set sales are constantly rising within a small-supply-and-small-demand context. In 1960, approximately 80,000 receivers were sold and estimates for this year's total are 20,000 above last year.

Austria is no exception to the general European swing to uhf. An Austrian uhf transmitter has been set up in Vienna, and has begun test transmissions. A television network for Austria is being planned.

Set sales in Switzerland vary from 3,000-4,000 a month, and 176,522 receivers were registered on Oct. 1. Wide programming variety is an incentive to the prospective Swiss tv buyer, who can choose between French, Italian, and German networks.

Italian Sales Up ▪ Sales prospects in

B&W

INSTRUMENTS FOR PRECISION CIRCUIT ANALYSIS

For every type of service. These quality instruments are supplied as original equipment with many broadcast station installations.

NEW B&W Model 410 Distortion Meter

- Measures: Audio distortion, noise level and audio voltage level.
- Ideal for FCC Proof of Performance Tests and laboratory measurements.
- Measures distortion as low as .1% on fundamental frequencies from 20 to 20,000 cycles.
- The sensitive vacuum tube voltmeter circuit measures AC voltage with an accuracy of ±5% through a frequency range of 20 to 200,000 cycles.
- The calibrated attenuator permits noise and db measurements over an extremely wide range.
- The Model 410 is a quality instrument, attractively styled and nominally priced.
- Drop us a card for a Spec Sheet.

MODEL 200 AUDIO OSCILLATOR

- Frequency Range: 30 to 30,000 cycles.
- Frequency Response: Better than ±1 db. 30 to 15,000 cycles with 500 ohm load.
- Stability: Better than 1%.
- Calibration: ±3.0% of scale reading.
- Voltage Output: 10 volts into 500 ohm load.
- Distortion: Less than .2% at 5 volts output.

MODEL 600 DIP METER

- Covers 1.75 to 260 mc in 5 bands.
- Monitoring jack & B+ OFF switch.
- Shaped for use in hard-to-get-at places.
- Sturdy, color coded, plug-in coils.
- Adjustable, 500 microamp meter.

B&W

Barker & Williamson, Inc.
Beaver Road at Canal, Bristol, Penna.

Specialists in Designing and building equipment to operating specifications

B&W also design and manufacture filters for: ANTENNAS • RADIO INTERFERENCE • RADIO RANGE • UHF and VHF as well as many special types designed to performance specifications. Available to commercial or military standards.

Italy have been greatly brightened by the beginning of that country's second network on uhf bands, on Nov. 4. The number of registered tv sets last year grew by some 550,000 to a national total of 2.12 million by the beginning of 1961. Italian reports indicate that during the first eight months of this year, the total has risen to 2.58 million.

Tv ownership in Italy is still at a relatively low level. In a recent survey, Doxa, the Italian rating service, estimated that 21.1% of all Italian homes had television receivers. Only 3% of all homes have a tv set, a refrigerator, and a washing machine. In 72.1% of Italian homes, none of these three services is to be found.

But the new uhf network provides a built-in demand for receivers. Operating from 14 transmitters, it is now covering an area in which about 50% of Italy's population is concentrated and further plans call for an additional 14 transmitters to broaden coverage and increase availability to 70% of the population.

Besides potential home consumer demand, Italian set manufacturers are beginning to make some headway in export trade, notably to West Germany. Though this market is presently limited to uhf converters, Italian prices are considerably lower than most German producers seem able to meet. With both domestic and foreign markets potentially expansive, the future for Italian receiver manufacturers appears bright.

German Woes ▪ The exact converse can be said of the West German manufacturers, at least for the immediate future. They are dealing in a temporarily saturated market, and provisional production estimates for this year are down some 500,000 sets from last year. This represents a drop from 2.3 million sets in 1960, to 1.75 million this year. This cutback considerably exceeds original forecasts, drawn up at the end of last year when large inventories at all levels of the trade made it apparent that production exceeded demand.

The picture is less dark in the set-export field, where trade, though down from last year by some 200,000 units, does not appear to be at all seriously damaged. And some West German firms claim to have avoided the bad affects of the slumping domestic market altogether. The corporate report of Saba Co., for instance, says that management is "satisfied" with sales results for the first ten months of this year. Much of the firm's evident immunity to the recession, however, was based on a new product: "line-free" television, by which a contour plastic sheet is placed in front of the picture tube. Inventories are down, according to the company's report, and orders are close to capacity in their plants.

Another large German company, however, Siemens Electric A.G., has announced it will terminate its television receiver production altogether, and move into the communications equipment field. Most other large concerns in the trade, among them Telefunken Co., have had to lay back, or release large segments of their set production force.

Though the recession is scarcely a death blow to West German receiver production, it does tend to cloud an otherwise promising prospect of increased tv saturation throughout Western Europe.

Canada seeks agreement on political broadcasts

With the possibility that Canada may have a federal election sometime next year, Canada's major political parties and the Board of Broadcast Governors are busy developing agreement on what free and sponsored television campaigning should be permitted.

BBG is considering revising regulations on political broadcasting to permit dramatized political broadcasts of some type. Discussions are also underway between the BBG and CTV Television Network Ltd., Toronto, the second Canadian tv network which began operations this fall, for sustaining as well as sponsored political broadcasts.

Representatives of the three main political parties are endeavoring to establish agreement on limiting spending for tv commercials so as to preclude a competitive scramble for time on individual and network privately-owned stations as against those of the government's Canadian Broadcasting Corp.

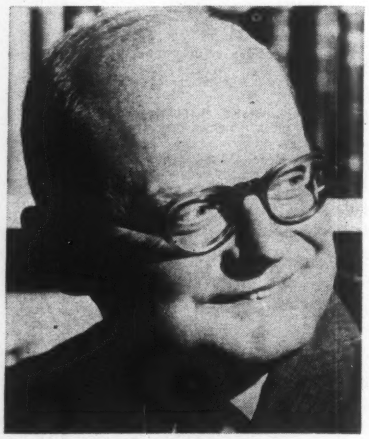
Britain starting to stockpile color film—Greene

Hugh Carleton Greene, director-general, British Broadcasting Corp., who has been visiting the U. S. and Canada in connection with the BBC-TV's 25th anniversary, says the BBC is "ready for color." Color transmission is being held up, however, until a study of a proposed tv line standard switch is completed.

"We're starting to stockpile color film programs," Mr. Greene said in New York last Monday (Nov. 20), and color set manufacturers in England will be ready when the decision is made to convert from the 405 lines standard, the normal European lineage, to 625 lines. Mr. Greene said he believes color tv will "go like a bomb" in England. An associate quickly pointed out that the expression is used in a favorable sense in England.

In other comments, Mr. Greene said he had not had the time to view U. S. television on his current trip, "except for a few news bulletins." He thinks "sponsorship of news rather odd, particularly when the news announcer also reads commercials." By "odd," Mr. Greene agreed with a reporter's definition that he means he doesn't like it.

On the subject of ratings, and the BBC's use of them, the veteran broadcaster and journalist remarked: "Ratings help us determine the nation's taste. Ratings show how far viewers enjoy programs . . . a program with a small audience might have a very high appreciation level. BBC research uses the aided recall method, checking people instead of counting sets in use."



Mr. Green indicated that the BBC is rapidly closing the gap in the share of audience watching BBC programs as opposed to Independent Television. According to recent figures, viewers who could receive both BBC-TV and Independent Television Authority (commercial) programs, divided their time almost equally, spending 49% of it watching BBC and 51% watching the commercial network. The corresponding week a year ago gave the BBC 38% and ITA 62%.

BBC-TV produces 85% of its own programs, while 10% come from the U. S., and 5% are picked up from Eurovision. The *Tab Hunter Show, Overland Trail* (both formerly on NBC-TV) and *Perry Mason* (CBS-TV) are highly rated on BBC-TV.

Etobicoke extension service fee planned

Paramount Pictures' Telemeter system, which is conducting a pay-tv test in Etobicoke, Ont., is initiating a service-charge policy in its current drive for 1,000 new subscribers in two communities adjoining the present test area.

Plans have been completed to wire the Toronto suburbs of Mimico and New Toronto for a potential addition of 2,000 subscribers. A Telemeter spokesman last week said that on the basis of past experience, Telemeter finds it must double facilities to obtain its new subscriber goals—in this instance 1,000. Wiring of the new area will be started shortly by the Canadian Bell Telephone Co., with completion early in 1962.

New subscribers' acceptance of a $15 annual service charge is the significant factor in the expansion. About 500 homes (50% of the new subscriber goal) have already put up the money for the service charge. This was accomplished through single visits to prospects' homes. The $15 figure, a spokesman said, represents an expenditure of 29 cents a week per subscriber. It "covers well over 50% of the weekly break-even figure per subscriber for a moderate size system of 10,000-20,000 subscribers." The charge includes installation and amortization, but excludes programming.

Telemeter officials are considering making a similar service charge applicable also to present subscribers to the service.

Officials of Famous Players Canadian Corp., of which Paramount owns 61%, view the response to the service charge "particularly significant." They say it indicates interest in and acceptance of the system's operation to date, and marks a major step in the evolution of pay television.

J. J. Fitzgibbons, Famous Players president, says the 1,000 new subscribers, which would raise the subscriber total to 6,000-6,300, will strengthen the representation of certain economic levels of the population, and will provide a more comprehensive population mix. Moreover, he stresses, the new subscribers will give Telemeter an opportunity for additional comparative analysis of buying habits.

Abroad in brief...

Rep changes name ▪ Jos. A. Hardy & Co. Ltd., Montreal and Toronto station representative firm, has changed its corporate name to Hardy Radio and Television Ltd.

Educational show ▪ International Broadcasting System, New York, in conjunction with the National Farmers' Union and Circlerama of Latin America will produce a series of 15-minute educational tv shows for use on stations in Latin America. It is hoped the series will stimulate interest in the National Farmers' Ambassador Program, whereby Farmers' Union plans to have American farmers travel to South America to visit with agricultural officials on that continent.

Canadian tv ad billing

Television advertising in 1960, as reflected in billings of Canadian advertising agencies, amounted to $66,988,000, of which 23% was for production, according to advance figures on Canadian advertising agency billings reported by the government's Dominion Bureau of Statistics, Ottawa. Radio billings totaled $27,825,000 of which 7.5% was for production. Total billings were up to $273,814,000 from $254,146,000 in 1959.

Agencies reported staffs of 4,452 in 1960 as compared with 4,256 in 1959, and payroll of $28,266,000 last year compared with $26,013,000 in the previous year.

Satellite on launching pad ▪ CJBR-TV-1 Edmundston, N.B., goes on the air in early December as satellite station of CJBR-TV Rimouski, Que. Satellite will operate on ch. 13 with 1.3 kw video and .65 kw audio power.

BBG urges Canadians to seek fm outlets

Canadian broadcasters and potential broadcasters were urged to apply for fm station licenses by no less a body than the Board of Broadcast Governors, Canadian regulatory organization.

In a letter to broadcasters and consultants, BBG pointed to the growing number of fm stations in the United States, the need for more Canadian fm stations to protect Canadian frequency rights within 250 miles of the international border, and the advantages of fm broadcasting.

BBG hoped that some of the 235 Canadian radio stations and some of the television stations would take advantage of the BBG's decision to hear applications for fm stations. There are now but 35 fm stations in Canada, most in co-operation with radio stations.

BBG, however, made it clear in its letter that it is not interested in licensing fm stations as mere "juke boxes," no matter how good the music. Fm stations would be required to vary their program services with news, commentaries, public affairs and other live programs. Separate programming from the am affiliate would provide fm listeners with alternative programs, BBG stated.

Radio stations were felt by BBG to be the best possible applicants since losses from fm operations could be absorbed by profits from am operations.

CKPG-TV begins in B. C.

CKPG-TV Prince George, B. C., has started on the air in north-central British Columbia with 7½ hours of programming a day. The schedule includes kinescopes from Canadian Broadcasting Corp. network, since the station is not on a microwave network, and local programs daily including weather, news, musical shows and sportsmen's programs.

R. T. Harkins is general manager; Stan W. Davis, formerly of CFUN Vancouver, B. C., is chief engineer; John W. Barlee is sales manager; Norris McLean and Doug McGregor are production managers.

The station is owned by CKPG Prince George, which has been on the air since 1946. CKPG-TV operates on ch. 3 with 210 w video and 114 w audio power and antenna 287 feet high.

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Business Brokers Specializing in Television and Radio Stations

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CINCINNATI, O. Paul E. Wagner, Fifth Third Bank Bldg., DUnbar 1-7775

WEST COAST Lincoln Dellar & Co., Santa Barbara, Calif. WOodland 9-0770

OMAHA, NEB. Paul R. Fry, P.O. Box 1733 (Benson), 391-9455

NEW YORK 41 E. 42nd St., MUrray Hill 7-8437

RAB launches package to sell appliance men

Major appliance stores are the targets of a new Radio Advertising Bureau presentation aimed at getting more radio advertising revenue from this source. Appliance dealers are already among the top five local radio advertisers, according to RAB, but there are indications, it says, that radio can be "exploited" still more effectively for most dealers.

In a 16-page color presentation, RAB shows eight reasons why the major appliance business looks promising. For example, it states studies show that male buying influence grows in proportion to the amount of the purchase. Husbands participate in 35.2% of toaster buying decisions, but figure in more than 80% of refrigerator and home freezer sales.

The new presentation is part of a nine-section RAB appliance package, which contains six individual case-history folders, a background on the appliance industry for the guidance of radio salesmen, and a collection of 101 ideas for appliance dealers.

Station proves radio has active listeners

Do people listen to radio?

CFPL London, Ont., thinks it has some interesting answers to that question.

For nine successive weeks this fall the station aired the opening of new gasoline service outlets, restaurants, stores and real estate developments. Some of the sponsors offered special prizes for specific listeners, including:

During a remote broadcast from one service station, the sponsor offered a free can of auto polish for the first black convertible with a white top to come into the service outlet. In 3½ minutes 12 black convertibles with white tops showed up and claimed 12 cans of wax.

Another automotive supply chain offered a free gallon of paint to the first woman driver with three boys in the back seat to come to the store. In 2 minutes 2 seconds such a driver drove up to the CFPL mobile unit at the auto supply store to claim her prize.

As a dare on the part of the management of another sponsor, CFPL's mobile unit offered on a very pleasant fall day a prize for the first woman to come to the mobile unit with an umbrella. In 1 minute and 50 seconds a lady, carrying an umbrella, walked up to the mobile unit for the award.

Potato chips catalyst for artist and subject

The 10-year-old winner of a national coloring contest open to fans of *Deputy Dawg*, an animated cartoon series shown on over 50 tv stations, is congratulated by Don Colee, vice president and general manager of WTTG (TV) Washington, one of the tv outlets carrying the program and supporting the contest.

Sponsored by Lay's Potato Chips, prizes were awarded youngsters who most imaginatively colored a line drawing of Deputy Dawg distributed by stations for the Lay company.

Beaming in happy approval of Brenda Goldblatt's prize-winning design is the subject himself, star of the CBS cartoon series. His picture won the lucky girl and her parents a one-week expense paid trip to New York. She was one of three national winners.

Drumbeats...

Hunger pangs ▪ KALL Salt Lake City personality Bob Barnett holds some sort of record for going without food for a grand total of 72 hours and 20 minutes. The star of this hungerthon was fasting for the United Givers Fund of Salt Lake, and provided listeners of the am outlet with an example that anything was worth it for a worthy cause. But fear not, the haggard hero was invited to the UGF luncheon as honored guest.

Essay contest ▪ This year's Edward P. Morgan Essay Contest, sponsored by ABC Radio, has as its subject "Youth's role in U. S. foreign policy." The contest, open to all U. S. college or university undergraduates, closes Dec. 31, this year. Judges of the contest named after the ABC Radio news analyst are Chester Bowles, Sen. William Fulbright (D-Ark.), Sen. Everett Dirksen (R-Ill.), Sargent Shriver, and Mr. Morgan himself.

Sound of Apples ▪ The New York, New England Apple Institute helped push its product last week with a WABC New York promotion which offered a transistor radio and a box of MacIntosh apples to the listener who, in 10 words or less, could best describe the sound an apple makes as it is being bitten. The promotion ran in conjunction with a commercial schedule placed by the institute's agency, Charles W. Hoyt Co.

Talking turkey ▪ WERE Cleveland's latest contest offers one listener an hour the chance to become the proud owner of a 1961 turkey if he knows his music, or at least a can of cranberries if he does not. Once an hour, a "lucky number" is broadcast over the station, and the first person to call in and identify that number as the last digit in his telephone number wins the chance to go for the fowl. If he can guess which words in a popular song have been substituted by the word "turkey," he wins.

Mail call ▪ WTOP Washington has just finished its Million Trading Stamp Sweepstakes, awarding 248 of its listeners prizes in trading stamps, with four grand awards of 100,000 stamps each. Total value for the one million stamps given away represents $100,000 worth of retail purchases. The contest began on Oct. 9, when two of the station's air personalities began a "fight" to see who would get more entries addressed to him.

You can have your cake, eat it too, WLAC finds

WLAC Nashville celebrated its 35th birthday last Friday with the climax of a campaign jubilant station officials term "the most successful in our history." Over a month before the anniversary date, Mr. F. C. Sowell, WLAC vice president and general manager, hit upon an idea for a promotion campaign that would underscore a union between Nashville business concerns and the station. He sent out letters to leading businessmen inviting them to tape a one-minute report on how their operations were progressing within the context of Nashville's "mushrooming economy."

Response was immediate, and the station was forced to limit the number of participants in its "Nashville Business Progress Week" programming to 300, and close the order books.

Besides being an interesting public affairs idea, the "Business Week" series also presented Nashville business executives an opportunity to give the station a birthday present. Each participating one-minute tape was played as an advertisement, and businessmen paid regular commercial rates for their time.

A friend indeed

Hungarian freedom fighter Istvan Kovacs was rescued from unemployment and possible return to Hungary by the quick action of John F. Pival, president of WXYZ Inc., corporate parent of WXYZ-TV Detroit. Kovacs, 32, had been a commercial pilot and mechanic in Hungary before the revolt, and wished to work here as a mechanic. But since he did not have the proper tools, he was unemployed and on relief in Monroe, Mich.

In despair over his and his family's situation, he was speaking about returning to Hungary even though he would face probable imprisonment for his activity during the 1956 revolution.

Reading a wire story on Kovacs and his plight, Mr. Pival became interested in the situation and offered Kovacs the $300 needed to buy a set of mechanic's tools. On the strength of that offer, which was gratefully accepted, Kovacs was offered a job with the Wayne Oil Co. in Detroit, and a chance for a new life in America.

KMBC heralds 'new sound'

Everything's up to date in Kansas City, as the song says, and KMBC, that city, has gone as far as it can go, as the song also says, to keep it that way. As part of the station's "new sound" promotion, commemorating its recent acquisition by Metropolitan Broadcasting, KMBC devised a billboard campaign around air personality Eddie Clarke, featuring him as "Kansas City's morning mayor." Another facet of the campaign was a party for 500 agency and media people, each of whom was asked to guess how many polkadots were being worn by a bikini-clad KMBC beauty. The winner is now in Acapulco.

FATES & FORTUNES

BROADCAST ADVERTISING

Mr. Chapin

John E. Chapin, account supervisor, BBDO, Detroit, elected vp of agency. Prior to joining BBDO in October 1960, Mr. Chapin was vp and Detroit office manager of Grant Adv. He also has been vp of Detroit advertising firm of Clark & Bobertz and partner in Holden, Chapin, Larue, Detroit agency.

Arthur L. Smith, production director; **Gordon Hendry,** media director, and **Hays MacFarland Jr.,** account executive, all of MacFarland, Aveyard Adv., Chicago, appointed vps. Agency also changes name of plans board to marketing committee under chairmanship of agency president, **David E. Guerrant. Walter C. Power** and **David W. Stotter** continue as senior vps.

Gerald V. Kelleher, vp and account media director, Erwin Wasey, Ruthrauff & Ryan, Chicago, named to new post of director of marketing.

G. Warren Sumner, vp and account executive, Donahue & Coe, New York, and **Mrs. C. W. Robbins,** senior writer, Kenyon & Eckhardt, and earlier copy chief, Frederic S. Auerbach, both New York, join Louis Benito Adv., Tampa, Fla., as account executive and copywriter, respectively.

Hal Griswold, advertising and merchandising director, Dole Corp., San Jose, Calif., named vp and account supervisor, McCann-Erickson, Los Angeles. His primary responsibility will be supervision of 20 Mule Team Borax account. Mr. Griswold joined Dole in 1949 as advertising assistant and became assistant advertising manager in 1953. He was appointed advertising manager in 1954, and in 1960 assumed title and responsibility of director of advertising and merchandising.

Kendall J. Mau, senior vp and director, Hal Stebbins Adv., Los Angeles,

1
United Press International news produces!

promoted to executive vp. **Richard M. Citron,** manager of agency's Sunnyvale, Calif. office and supervisor of Lockheed account activities, elected vp. **Rudolph Perkal** elected vp and supervisor of client services. **Jack Vibber** elected vp and head of art and graphic services, and **Jack P. Whitehouse** elected vp in charge of agency's pr department.

Roy F. Weber, MacManus, John & Adams, New York, joins Fuller & Smith & Ross, that city, as account executive, principally on Commercial Solvents Corp.

Harry Cushing, formerly with Jaguar Cars Inc., New York, and earlier manager of New York pr office of Chrysler Corp., joins D. P. Brother Adv., Detroit, as director of pr, succeeding **Bill Adams** who joins pr staff of General Motors. **Thomas W. Jipson,** account executive-advertising for AC Spark Plug account at Brother, promoted to account supervisor for GM defense systems account.

Barbara Lappin, former media director, Nides, Cini Adv., Los Angeles, rejoins agency as office manager.

Dr. Jaye S. Niefeld, vp in charge of marketing, Clinton E. Frank Adv., Chicago, named to newly created post with same title at John W. Shaw Adv., that city. Previously Dr. Niefeld was director of advertising research, McCann-Erickson, New York.

Jacob A. Evans, managing editor, *American Weekly* magazine, appointed director of central division, Television Bureau of Advertising. He succeeds **George C. Lindsay** who joins Feature Merchandising Inc., in-store merchandising outfit, as vp and member of board of directors.

Donald Andersson, formerly with pr department, National Coal Assn., joins Richards Assoc., Washington pr firm, as account executive.

THE MEDIA

Mr. Liebenguth

Jacques Liebenguth, regional sales director, Filmaster Inc., New York, appointed sales manager for Storer Programs Inc., that city. He will supervise regional sales offices in New York, Chicago, Atlanta and Los Angeles. Mr. Liebenguth is former director of syndicated sales for NBC-Films, and was with California National Productions div. of NBC in sales positions.

Robert B. Jones, WFBR Baltimore, elected president of Maryland-District of Columbia Broadcasters Assn., succeeding **Lloyd Dennis,** WTOP-AM-FM Washington. **Joseph Goodfellow,** WRC-AM-FM-TV Washington, named vice president and **Thomas Carr,** WBAL-AM-FM Baltimore, secretary-treasurer. Members of board of directors: **Virginia Pate,** WASA Havre de Grace; **Morris Blum,** WANN Annapolis; **Sam Cannon,** WCEM Cambridge; **John McClay,** WJZ-TV Baltimore; **George Roeder,** WCBM Baltimore; **Ben Strouse,** WWDC-AM-FM Washington, and **Fred Houwink,** WMAL-AM-FM-TV Washington.

NAB's freedom committee

Frank P. Fogarty, Meredith Stations, was renamed chairman of NAB's 1961-62 freedom of information committee. Other members: **Grover C. Cobb,** KVGB Great Bend, Kan.; **Ann M. Corrick,** Westinghouse Broadcasting Co., president of Radio-Television Correspondents Assn.; **Robert H. Fleming,** ABC, for Radio-Television News Directors Assn.; **John W. Guider,** WMTW-TV Poland Spring, Me.; **James C. Hagerty,** ABC; **Daniel W. Kops,** WAVZ New Haven; **William R. McAndrew,** NBC; **Stephen J. McCormick,** MBS; **Weston C. Pullen Jr.,** Time Inc. stations; **Richard S. Salant,** CBS; and **James W. Woodruff Jr.,** WRBL-TV Columbus, Ga.

NAB will fight for access to government proceedings at all levels wherever public is admitted and plans to expand its activities in this field, said President LeRoy Collins in announcing committee appointments Nov. 21.

James G. Wells, national sales manager, Leland Bisbee Broadcasting Co. (licensee of KTKT Tucson and KRUX Glendale, both Arizona), elected vp. He will continue as company's national sales manager. Before joining Leland Bisbee in 1960, Mr. Wells served as manager of Buffalo, N. Y. office of Rumrill Adv. **Phil Richardson** elected vp of Copper State Broadcasting Co., wholly owned subsidiary of Leland Bisbee Broadcasting Co. He will continue to serve as manager of KTKT. Prior to joining station in 1960, Mr. Richardson was account executive and sales manager of KRUX.

Ross M. Holmes, general manager, WSPA-AM-FM Spartanburg, S. C., resigns to join WLOS-TV Asheville, N. C., as regional sales manager. Mr. Holmes had been with WSPA since 1948 as salesman, sales manager and station manager.

William R. Walker elected president of Heart O' Wisconsin Broadcasters (WISM-AM-FM Madison, Wis.). **Charles R. Dickoff** elected president of Broadcaster Services Inc. (WEAQ-AM-FM and WIAL [FM], both Eau Claire, Wis.) and Value Radio Corp. (WOSH Oshkosh, Wis.). **Joseph D. Mackin** elected president of WSJM Inc. (WSJM St. Joseph, Mich.) and Beaver Dam Broadcasting Co. (WBEV Beaver Dam, Wis.). All were vacancies created by death in October of W. E. Walker, who served for number of years as president of those corporations.

Leo Hoarty, general manager, WBOF Virginia Beach and WYFI (FM) Norfolk, both Virginia, resigns. Mr. Hoarty founded WBOF in 1954 and became president of Virginia Beach Broadcasting Corp., recently sold to Metro-WBOF Inc., along with WYFI, which he purchased in 1959. Earlier he was executive director of Virginia Beach Chamber of Commerce.

Ralph Henry named assistant manager and program director, KIXZ Amarillo, Tex. **E. L. Patton** and **Charles Holiday** join KIXZ as account executive and staff announcer, respectively.

John Hopkins elected president of KTVT (TV) Dallas-Fort Worth, Tex.

Roger Davison, sales manager, WJBO-AM-FM Baton Rouge, La., named station manager. Previously Mr. Davison served as manager, KLOU Lake Charles and earlier as sales manager, WIBR Baton Rouge.

Claude Cain, general sales manager, KID-TV Idaho Falls, Idaho, appointed to additional duties of station manager.

Nat Levine, secretary-treasurer, West Texas Television Network (KDUB-AM-TV Lubbock, KSYD-TV Wichita Falls, KEDY-TV Big Spring, and KPAR-TV Sweetwater), named general manager, KDUB-AM-TV. **C. De Witt Brown,** formerly with KSYD-TV, named network's comptroller. **Stuart W. Klein,** program director, KSYD-TV, named station manager.

Fred A. Seaton, owner of Seaton Publishing Co. (licensee of KHAS-AM-TV Hastings, Neb., KMAN Manhattan and KGGF Coffeyville, both Kansas), announced Nov. 17 his candidacy for Governor of State of Nebraska. Mr. Seaton is former Secretary of Interior and administrative aide to General Dwight D. Eisenhower.

Robert E. Dunville, president, Crosley Broadcasting Corp. (WLW and WLWT [TV] Cincinnati, WLWD [TV] Dayton and WLWC [TV] Columbus, all Ohio; WLWA [TV] Atlanta and WLWI [TV] Indianapolis), appointed by Gov. Michael V. DiSalle to Ohio Educational Television Commission, which will formulate plans for statewide etv. Others appointed: **Sidney Andorn,** WGAR Cleveland; **David W. Berg-**

strom, educator; **Allan H. Land,** WHIZ-TV Zanesville; **Richard B. Hull; Mrs. William H. Elstun; E. E. Holt; Vincent Jukes;** and **Frazier Reams,** president, Community Broadcasting Co.

Mr. Hydrick

Daniel E. Hydrick, assistant to president, Metropolitan Broadcasting Corp., New York, named general manager, KBOX Dallas. Earlier Mr. Hydrick served for six years as general manager, WGH Norfolk.

Tony Flynn, sports director, WISN-TV Milwaukee, elected vp and general manager, WCSR Hillsdale, Mich. Mr. Flynn began radio career in 1944 with WDBC Escanaba, Mich. Later, with WJPG Green Bay, Wis., he covered Green Bay Packer football games for six years.

Tom O'Brien, director of news and public affairs, WABC New York, named national news editor for ABC Radio and its six owned & operated radio stations. Before joining WABC five months ago, Mr. O'Brien was news director for WINS New York for six years. During 1956 presidential campaign he was director of radio-tv productions for Adlai Stevenson.

E. J. McKernan Jr., general manager, KVOE Emporia, Kan., elected to board of directors of Kansas Assn. of Radio Broadcasters to fill unexpired term of **Ken Greenwood,** formerly of KLEO Wichita.

Raymond Kohn, former owner of WFMZ (FM) Allentown, Pa., and now manager of National Symphony Orchestra, Washington, will continue as consultant to station as will **Daniel Houck,** former general manager and chief engineer.

AAAN elects new officers

Connor T. Flynn, secretary, Lessing Adv., Des Moines, Iowa, elected president of Affiliated Advertising Agencies Network, Spokane, Wash. **Harris D. McKinney,** president, McKinney Adv., Philadelphia, appointed secretary-treasurer. Members of board of directors: **G. W. Marks,** Gordon Marks & Co., Jackson, Miss.; **E. M. Graceman,** Graceman Adv., Hartford, Conn.; **T. L. Yates,** Thomas L. Yates Adv., Fort Worth; **C. P. Tombras,** Charles Tombras & Assoc., Knoxville; **H. C. Schuckle,** Emery Adv., Baltimore; **J. M. Nellis,** Central Adv., Lima, Ohio; **Larry Merchant,** The Jaqua Co., Detroit; **Dorr Walsh,** Hixson & Jorgensen Adv., Los Angeles, and **D. B. Kraft,** Smith & Ehrig Adv., Seattle. **Virgil A. Warren,** president, Warren Adv., Spokane, named to new post of managing director of network.

Frank C. Beazley, account executive, CBS-TV National Sales, New York, moves to Philadelphia as general sales manager of WCAU-TV. Previously Mr. Beazley was with CBS-TV's National Sales organizations in Chicago and San Francisco.

Louis Faust, vp and member of national sales-management board, John Blair & Co., appointed company's New York sales manager.

Lawrence J. Zieman, assistant media supervisor on Grove Laboratories and Busch Bavarian Beer accounts, Gardner Adv., St. Louis, joins sales department, KWK, that city. Previously Mr. Zieman served as timebuyer for Needham, Louis & Brorby, Chicago.

Frank DiGraci, broadcast buyer, Ted Bates, New York, joins sales staff of Young-TV, that city.

Fred W. Johnson appointed local sales manager, KPLR-TV St. Louis. Formerly, Mr. Johnson was St. Louis office manager for Edward Petry & Co., and earlier tv rep for The Branham Co.

Jim Streicher, branch manager of WLW Productions, Toledo, joins sales staff of KPHO Phoenix.

Guy Harris, former program director, WONE Dayton and WERE Cleveland, joins WIND Chicago, in similar capacity, succeeding **Ralph Blank** who becomes music editor.

Richard Schlichting, formerly with WLWI (TV) Indianapolis, joins KMOX-TV St. Louis, as producer-director.

Gwen Hansen, copywriter, KRNT Des Moines, named continuity director, KRNT-AM-TV, succeeding **Bruce Mosher** who joins staff of Television, Radio & Film Commission of Methodist Church, Nashville.

Peter R. Baxter, supervisor of sales promotion, WCBS-TV New York, appointed tv account executive at Peters, Griffin, Woodward Inc., Atlanta, Ga.

Lu Hurley joins KEWB Oakland, Calif., as account executive. He had formerly been associated with KFAX and KSAY, both San Francisco.

George Pious transfers to New York office of CBS-TV National Sales as account executive. He had served as CBS account executive in Chicago since 1960.

William A. Creed, president, Foster & Creed, Boston rep firm, assumes additional duties as treasurer of firm. **George B. Cookman,** account executive, WSRO Marlborough, Mass., joins rep firm in similar capacity.

Ray Rhodes, former vp and west

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We think it's what people pay for when they subscribe to a publication. And, like most diaphanous things, it can be measured, if not described.

We think the best measurement of any businesspaper's editorial quality is the number of readers who *pay* to read it. This means they value it, want it. It has that vital intangible called quality. Quality enough to move people to buy it. Quality enough to surround your advertising with reader interest. Quality enough to complement its appeal with the appeal of sound, wanted editorial. Quality enough to deliver a live, interested, paid audience. Just the right quality, in short, for the particular reader who reads it—and the advertiser who wants to reach him.

To find it in a businesspaper, look for the ABP symbol. It is, uniquely, the symbol of that gossamer, diaphanous, tremendously vital and elusive intangible known as quality. And most often, you'll find, it has bred the *quantity* your advertising needs.

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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coast manager, Paul H. Raymer Co., station rep firm, and recently executive vp, Argonaut Broadcasting Co. (KFAX San Francisco), joins sales staff of Sandeberg/Gates & Co., rep firm.

William S. Mowbray Jr. named sales manager, WPBS-FM Philadelphia.

Bob Beecroft, operations manager, KLEM Le Mars, Iowa, joins news staff, KNCM Moberly, Mo. **Jack Rockufeler,** formerly with KMMT (TV) Austin, Minn., to KNCM as announcer.

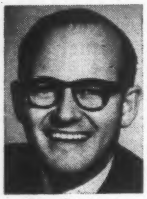
Nicholas A. Basso, news director, WKRC-TV Cincinnati, moves to WTVN (TV) Columbus (both Taft Broadcasting stations) in similar capacity, succeeding **Joe Harper** who joins WGAN-TV Portland, Me., as news director. Mr. Basso entered broadcasting as announcer in 1940 and was appointed news director of WSAZ-AM-TV Huntington, W. Va., in 1951, post he held until joining WKRC-TV.

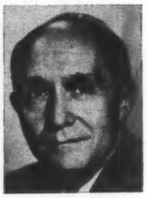
John Davenport, former assistant news director, WFAA-TV Dallas, and more recently staff writer on *Dallas Morning News,* appointed director of special events, WFAA-AM-FM-TV (licensed to *Dallas Morning News*).

Mal Alberts named director of sports and special events, WFIL-AM-TV Philadelphia.

Fred Silverman, continuity editor, WGN-TV Chicago, promoted to producer-writer. **Daniel T. Pecaro,** writer-producer, WGN, named continuity director. **Allen E. Hall,** KTVH (TV) Hutchinson-Wichita, Kan., **Norman G. Nowicki,** WTMJ-TV Milwaukee, and **John F. Ertmann,** WBBM-TV Chicago, join WGN-TV as directors, and **Donald H. Miller,** formerly with WFBM-TV Indianapolis, joins as assistant director.

Romana Sonderegger, formerly with KFAX San Francisco and KABL Oakland, joins traffic department, KBIG Santa Catalina, succeeding **Barbara Young,** who moves to Henry Cristal Co., Los Angeles station rep firm.


Mr. Cooney


Mr. Murdoch

D. Lennox Murdoch, vp and general manager, KSL-TV Salt Lake City, appointed assistant to president of Radio Service Corp., parent company of KSL-AM-FM-TV. **Lloyd E. Cooney,** general sales manager, KSL-TV, named station manager, succeeding Mr. Murdoch, and will continue as general sales manager. Mr. Murdoch joined station as operations director in 1949 and named vp and general manager in 1954. Mr. Cooney joined station as account executive in 1954 and appointed local sales manager in 1959.

George S. Hurd appointed producer-director, WGR-TV Buffalo, N. Y.

Mel M. Slott joins WBNS-TV Columbus, Ohio, as director.

J. H. (Jack) Lantry, merchandising and promotion director, KXLY-TV Spokane, joins KIRO-TV Seattle, both Washington, in similar capacity. **Phil Brady** to KIRO-TV's local sales staff as account executive.

Wayne Johnson, newscaster, WERE Cleveland, joins WDBN (FM) Barberton, Ohio, as news director.

Les Bashara, formerly with KFI Los Angeles and WBEN Buffalo, N. Y., joins KBIQ (FM) Avalon, Calif., as announcer, succeeding **Bill Schubert** who becomes account executive.

Steve Brooks, announcer, WICO Salisbury, Md., appointed chief announcer of Radio Pulsebeat News, New York.

Melvin Spiegel, broadcast publicist, joins NBC Press Dept., New York, as senior column editor of news and public affairs.

Arden E. Swisher, KMTV (TV) Omaha, re-elected president of Nebraska Broadcasters Assn. at annual meeting Nov. 20-21. Others officers re-elected: **Bob Thomas,** WJAG Norfolk, vp; **Richard Chapin,** KFOR Lincoln, secretary-treasurer. Directors re-elected: **Max Brown,** KRVN Lexington; **Frank Fogarty,** WOW-AM-TV Omaha; **Roger Larson,** KFOR Lincoln; **Harry Snyder,** KHUB Fremont, and **Dave Young,** KSID Sidney.

Ed Fisher joins announcing staff, WGAR Cleveland.

Jean Michel, WNEW New York, joins announcing staff of WTFM (FM) Lake Success, N. Y.

Gary Stevens, production manager and air personality, WFUN South Miami, Fla., joins WIL St. Louis in similar capacity. **David R. Klemm** named promotion director of WIL, succeeding **Ruth N. Just,** who becomes director of publicity and public affairs.

Prof. William Hershcopf, Nassau College, joins WHLI Hempstead, L. I., N. Y., as science consultant. Prof. Hershcopf coordinated station's "Fall-out vs. Survival" program Nov. 5.

Craighton Knau, former farm director, WOI Ames, Iowa, and WBAY Green Bay, Wis., and earlier farm account executive, Gardner Adv., St. Louis, named farm service director, WNAX Yankton, S. D.

Henry Morgan, humorist and panel member on CBS-TV's *I've Got A Secret,* has signed two-year contract with KCOP (TV) Los Angeles to host own program, *Here's Morgan.*

CBC re-appoints eight

R. W. Gangong, who recently resigned from board of directors of Canadian Broadcasting Co., has been succeeded by **Norman Buchanan,** according to an announcement by George Nowlan, Canadian Minister of National Revenue, Ottawa.

Announcement was made in connection with re-appointment of eight CBC directors for three-year terms by Canadian government. The appointments had expired on Nov. 10, and re-appointments were not released by Ottawa until Nov. 16.

Mr. Nowlan also stated that Canadian Broadcasting Act is to be amended this forthcoming session of Parliament to permit appointment of more directors, including an additional number to represent French-Canadians on board in view of "great part of our nation served by French-Canadian network" of CBC.

BROADCASTING
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Neal Spelce, associate news editor, KTBC-AM-FM-TV Austin, Tex., named science editor, that station.

PROGRAMMING

Robert A. Cinader, former vp of NBC's California National and recently with Paramount Television Productions, appointed vp and general manager of Red Skelton Enterprises, Hollywood producer of taped and filmed programs and commercials. **Rupert Goodspeed,** director of technical operations, promoted to manager of Skelton studios.

William Self elected vp in charge of production, 20th Century-Fox Television. Mr. Self joined production company in 1959 as an executive producer. Earlier he was director of programs administration for CBS-TV Network, Hollywood.

Merrill Lindsay, vp of operations, Lindsay-Schaub Newspapers Inc. (licensee of WSOY-AM-FM Decatur, WVLN-AM-FM Olney, WSEI (FM) Effingham and 20% WCIA (TV) Champaign and WMBD-AM-FM-TV Peoria, all Illinois), and **Robert O. Reynolds,** president of KMPC Los Angeles, KSFO San Francisco, and KVI Seattle, Wash., elected directors of Broadcast Music Inc., New York. They succeed **Herbert Hellister,** retired, and **J. Harold Ryan,** deceased.

EQUIPMENT & ENGINEERING

Gene R. Marner, assistant director of research, Cedar Rapids division of Collins Radio Co., named director succeeding **Ralph McCreary,** who has been elevated to staff of R. T. Cox, vp of Cedar Rapids division. Mr. Marner joined Collins as physicist in 1948. Later he served as director of research in such areas as microwave propagation and radio celestial navigation.

Robert G. Urban, vp for marketing, Philco Corp., Philadelphia, resigns to become president of American Safety Razor Co., New York, subsidiary of Philip Morris Co.

John Birch named senior broadcast design engineer, and **R. C. Curry** appointed assistant director of sales for proprietary items, Vitro Electronics, Silver Spring, Md. Mr. Birch was formerly with Gates Radio Co., Quincy, Ill. Mr. Curry formerly was broadcast sales engineer for Vitro, and earlier general manager, WEER Warrenton, Va.

William Tauber appointed sales rep in upstate New York area for Transis-Tronics Inc., Los Angeles manufacturer of hi-fi and stereo amplifiers and tuners.

Ralph A. Anderson, vp in charge of engineering and manufacturing, and operating executive of Conley Electronics Corp., Evanston, Ill., elected president of firm.

Bill L. Dunbar, co-owner KQAL (FM) and chief engineer, KMEO, both Omaha, Neb., appointed sales rep for General Electronic Lab., Cambridge, Mass., to cover Nebraska, Iowa, Minnesota and North and South Dakota, with headquarters in Omaha.

Alfred G. Holtum Jr., chief engineer of California operations of Andrew Corp., named chief of company's newly formed government research and development group.

GOVERNMENT

James T. Barker, legal assistant to FCC Commissioner Rosel H. Hyde since July 1959, rejoins National Labor Relations Board as trial examiner. Mr. Barker was with NLRB in 1955 as legal assistant.

ALLIED FIELDS

Quayle B. Smith, formerly with Segal, Smith & Hennessey (now Smith, Hennessey & McDonald) and later with own practice, joins Pierson, Ball & Dowd, both Washington communications law firms.

INTERNATIONAL

Mathew Vieracker, general manager, ABC-owned WBKB (TV) Chicago, leaves to become consultant to Televisora Nacional, new ch. 2 tv station that will begin operation in January in Panama City as affiliate of ABC International Television Inc., subsidiary of American Broadcasting-Paramount Theatres Inc. Earlier this year, Mr. Vieracker assisted new ch. 4 tv affiliate of ABC International at Caracas, Venezuela. His Panama City assignment is for one year.

Paul Henissart, Vienna bureau chief for Radio Free Europe, named bureau chief in Paris for agency, succeeding **Lucien Agniel,** appointed director of program guidance, RFE, Munich. **Donald Graff,** Stockholm bureau chief, named bureau chief in Vienna. **Kurt DeWitt** succeeds **A. John Adams** as bureau chief in Bonn. Mr. Adams resigned to return to newspaper work.

DEATHS

Rodman S. Reed Jr., 57, vice-chairman, board of directors, Marsteller, Richard, Gebhardt & Reed Adv., New York, was killed Nov. 20 in automobile accident in Pittsburgh. Mr. Reed, former vp and manager of Pittsburgh office, was elevated to vice-chairman last year.

Judge Frank Roberson, former assistant general counsel of Federal Communications Commission, and senior member of law firm of Spearman & Roberson, died Nov. 17 at his home in Washington after long illness. Mr. Roberson was elected to bench in Westchester County, N. Y., in 1930, and left to become assistant general counsel of FCC in 1934. After two years he retired from government and established own law firm specializing in communications law.

Mr. Slater

Thomas G. Slater, 54, vp for radio-tv, Fuller & Smith & Ross, Pittsburgh, died Nov. 17 in Presbyterian (Pittsburgh) Hospital. He joined Ruthrauff & Ryan, New York, in 1946 as business manager and director of talent, and was later elected agency's vp in charge of radio-tv. Mr. Slater joined Fuller & Smith & Ross in 1954, being responsible for all radio-tv and film production of agency's western division. Later that year he was transferred to agency's headquarters as vp for radio-tv, and as special tv account executive for Alcoa, an agency client.

Martin F. Hogan, 51, vp in charge of radio-tv, John B. Morrissey Adv., Chicago, and former manager, WCFL, that city, died Nov. 19 at Columbus (Illinois) Hospital. He had suffered cerebral hemorrhage two days earler.

Ralph Clark Jr., 33, news editor and announcer, WIL St. Louis, died suddenly, Nov. 11 in St. Elizabeth's Hospital, Belleville, Ill.

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Nov. 16 through Nov. 21, and based on filings, authorizations and other actions of the FCC. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. •—educational. Ann.—Announced.

New tv stations

APPLICATION

Rochester, N. Y.—Rochester Telecasters Inc. Vhf ch. 13 (210-216 mc); ERP 316 kw vis., 158 kw aur. Ant. height above average terrain 500 ft., above ground 346.33 ft. Estimated construction cost $1,241,000; first year operating cost $785,380; revenue $990,000. P. O. address 6 State St., Rochester 14. Studio and trans. location Rochester. Geographic coordinates 43° 08′ 08″ N. lat., 77° 35′ 04″ W. long. Trans. GE TT-51-B; ant. GE TY-70-H. Legal counsel Smith & Pepper, Washington, D. C.; consulting engineer Silliman Moffet & Rohrer. Principals: **George E. Mercier, Robert B. Wegman** (each 30%), **Clifford N. Lovenheim, Andrew S. Lovenheim** (each 15%), **Joseph C. Wilson** (10%). Mr. Mercier owns real estate holding and investment firms and 17.5% of motel; Mr. Wegman owns 65% of supermarket chain, 100% of real estate holding firm and 40% of greeting card and novelties manufacturing firm; Mr. Wilson owns 50% of restaurant and frozen food market and is trustee of bank; Messrs. C. N. and A. S. Lovenheim own 25% each of real estate holding company, 50% of toy manufacturing firm and 43% of printing service. Applicant requests STA and proposes to share time with **Rochester Area Educational Tv Inc.**, whose application has been accordingly amended. Ann. Nov. 21.

Existing tv stations

CALL LETTERS ASSIGNED

WKYT-TV Lexington, Ky.—Taft Bcstg. Co.; changed from WKYT(TV).

•WMHT(TV) Schenectady, N. Y.—Mohawk-Hudson Council on Educational Tv Inc.

New am stations

APPLICATION

Sutton, W. Va.—Braxton Bcstg. Co. 1490 kc, 250 w unl. P. O. address c/o Charles M. Erhard Jr., box 38, Punxsutawney, Pa. Estimated construction cost $11,350; first year operating cost $35,600; revenue $40,250. Principals: **Sheridan W. Pruett, Charles M. Erhard Jr.** (equal partners). Messrs. Pruett and Erhard own 51% and 21% respectively of WPME Punxsutawney, Pa. Ann. Nov. 21.

Existing am stations

ACTIONS BY FCC

KACY Port Hueneme, Calif.—Granted change on 1520 kc, unl., from 250 w, DA-1, to 1 kw-N, 10 kw-LS, DA-2; engineering conditions. Comr. Ford dissented. Action Nov. 21.

KANA Anaconda, Mont.—Granted change of facilities from 1230 kc, 250 w, unl., to 580 kc, 1 kw. D; engineering condition. Action Nov. 21.

WLBR Lebanon, Pa.—Granted change of operation on 1270 kc from 1 kw, DA-N, unl., to 1 kw-N, 5 kw-LS, DA-2; engineering conditions and without prejudice to any future action commission may deem necessary with respect to violation of Sec. 3.93(b) of rules by WCOY Columbia, Pa. Action Nov. 21.

APPLICATION

NEW, Williams, Ariz.—Amendment to cp (which authorized new am station on 730 kc, 250 w D) to change frequency to 1370 kc, increase power to 500 w and make changes in ant. system (decrease height). Ann. Nov. 21.

CALL LETTERS ASSIGNED

KZNG Hot Springs, Ark.—George T. Hernreich; changed from KBLO.

WOKC Okeechobee, Fla. — Sugarland, Bcstg. Co.

WYNE Baton Rouge, La.—James A. Noe; changed from WUNE.

WDDW Halfway, Md.—Regional Bcstg. Co.

WYSI Ypsilanti, Mich. — Ypsilanti-Ann Arbor Bcstg. Co.

KDCE Espanola, N. M.—Valley Bcstrs.

KRRR Ruidoso, N. M.—Lincoln County Bcstg. Co.; changed from KYAP.

WROC Rochester, N. Y.—Veterans Bcstg. Co.; changed from WVET.

WPQR McKeesport, Pa. — Mon-Yough Bcstg. Co.; changed from WMCK.

WGOO Georgetown, S. C.—Coast Bcstg. Co.

KDNC Spokane, Wash. — Independent Bcstg. Corp.

New fm stations

APPLICATIONS

Frankfort, Ind.—Vernon J. Kaspar. 99.7 mc; 5.94 kw. Ant. height above average terrain 125 ft. P. O. address box 283 Frankfort. Estimated construction cost $12,188; first year operating cost $9,828; revenue $11,120. **Vernon J. Kaspar**, sole owner, owns WILO Frankfort. Ann. Nov. 20.

Terre Haute, Ind.—Paul Dean Ford. 102.7 mc; 1.08 kw. Ant. height above average terrain 26.4 ft. P. O. address 4341 S. Eighth St., Terre Haute. Estimated construction cost $2,330; first year operating cost $15,000; revenue $20,000. Mr. Ford is broadcast engineering consultant and applicant for new am station in Casey, Ill. Ann. Nov. 20.

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Plentywood, Mont.—Plentywood Bcstg Co. 100.3 mc; 844 w. Ant. height above average terrain minus 100 ft. P. O. address Plentywood. Estimated construction cost $15,733; first year operating cost $26,000; revenue $30,000. Principals: **E. E. Krebsbach, E. C. Krebsbach, R. K. Krebsbach** (each 25%); **Morris S. Nelson, Mary Lou Nelson** (each 12.5%). E. E. Krebsbach owns 60% of KGCX Sidney and 50% of KVCK Wolf Point, both Montana; E. C. Krebsbach owns 20% of KGCX: R. K. Krebsbach owns 20% of KGCX; Mr. and Mrs. Nelson own farm. Ann. Nov. 20.

Springfield, Mo.—Stereo Bcstg. Inc. 101.5 mc; 6.17 kw. Ant. height above average terrain 212 ft. P. O. address 430 South Ave., Suite 807, Springfield. Estimated construction cost $13,783; first year operating cost $24,000; revenue $25,000. Principals: **Charles Saltsgaver Jr.** (41.4%); **Urso W. George** (33.9%), **Maurice M. Bilyeu** (7.6%) and others. Mr. Saltsgaver has been manager of KCJC(FM) Merriam, Kan.; Mr. George owns land-mobile radio sales and service firm; Mr. Bilyeu is vice president and stockholder of real estate firm. Ann. Nov. 20.

Charlotte, N. C.—Jefferson Standard Bcstg. Co. 107.9 mc; 100 kw. Ant. height above average terrain 1,001 ft. P. O. address One Julian Price Place, Charlotte 8. Estimated construction cost $79,549; first year operating cost $35,601; revenue $18,250. Applicant is licensee of WBT and WBTV(TV) Charlotte, N. C., and WBTW(TV) Florence, S. C. Ann. Nov. 20.

Greenville, Ohio—Shrader, Breaden & Spidel. 96.9 mc; 21.6 kw. Ant. height above average terrain 469 ft. P. O. address Weaver Bldg., Greenville. Estimated construction cost $59,900; first year operating cost $50,000; revenue $51,000. Principals: **Glennford J. Shrader, Richard E. Breaden, Wilbur D. Spidel** (each one-third). Mr. Shrader owns tire sales business; Mr. Breaden owns 51.2% of wholesale plumbing supplies business and is director of bank; Mr. Spidel is attorney and owns farm. Ann. Nov. 20.

Existing fm stations

APPLICATION

WRFK-FM Richmond, Va.—Cp to change frequency from 102.9 mc to 106.5 mc. Ann. Nov. 20.

CALL LETTERS ASSIGNED

WEND-FM Ebensburg, Pa. — Cambria County Bcstg. Co.

WRFK-FM Richmond, Va.—Union Theological Seminary; changed from WRFK (FM).

Ownership changes

ACTIONS BY FCC

WAVC, Cicero Bcstg. Co., Boaz, Ala.—Granted (1) renewal of license and (2) assignment of license from **Vearl Cicero** to **Radio Sand Mountain Inc.** (Glenn M. and Mary C. Cornelius and Rachel B. and L. D. Bentley Jr.); consideration $33,000. Bentleys have interests in WCRL Oneonta, Ala. Action Nov. 21.

KACL, Riviera Bcstg. Inc., Santa Barbara, Calif.—Granted transfer of control from **Bert Williamson** and **Lester W. Spillane** to **Roy P. Dolley**; consideration $9,500. Action Nov. 21.

KUDU-AM-FM Tri-Counties Public Service Inc., Ventura-Oxnard, Calif.—Granted transfer of negative control from **Virginia Wallace** through sale of her 50% interest to **Russell L. Furse**; consideration $25,000. Chmn. Minow and Comr. Lee dissented. Action Nov. 21.

WEMJ, New Hampshire Bcstg. Corp., Laconia, N. H.—Granted transfer of control from **Eileen M. Jaspert** et al. to **Albert F. Orlandino, Martin J. Cicatelli** and **Samuel Kassel**; consideration $92,500. Action Nov. 21.

WMNS, Olean Bcstg. Corp., Olean, N. Y.—Granted assignment of license to **Radio Olean Inc.** (H. C. Mosch, J. C. Gleason, F. K. Reed and W. C. Goodlet); consideration $110,000. Mr. Reed has interest in WFRM Coudersport, Pa. Action Nov. 21.

APPLICATIONS

KBMX Coalinga, Calif.—Seeks assignment of license from **Meldean Upp** to **Charles E. Kelly**; consideration $10,500 cash plus assumption of liabilities. Mr. Kelly has been store manager for Sears Roebuck & Co. Ann. Nov. 21.

KSON San Diego, Calif.—Seeks transfer

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of all stock in **Broadmoor Bcstg. Corp.** from **Ruth E. Brown,** executrix of estate of **Kenyon Brown** (deceased) to **Clinton D. McKinnon** and **Michael D. McKinnon** (each 50%); consideration assumption of liabilities. C. D. McKinnon is assistant editor of newspaper; M. D. McKinnon is in Army and has been employe of KOAT-TV Albuquerque, N. M. Ann. Nov. 17.

KHOE Truckee, Calif.—Seeks assignment of license from **Robert Sherman** to **California-Nevada Bcstg. Co.,** of which Mr. Sherman is sole stockholder; no financial consideration involved. Ann. Nov. 21.

WKTG Thomasville, Ga.—Seeks assignment of license from **Bolling Branham** and **Eunice M. Martin,** d/b as **Thomas County Bcstg. Co.** to **Eunice M. Martin,** d/b under same name; consideration $5,400 plus assumption of liabilities for Mr. Branham's 48% partnership interest. Mrs. Martin is present 48% owner of WKTG. Ann. Nov. 17.

KTEE Idaho Falls, Idaho—Seeks transfer of all stock in **The Benay Corp.** from **Howard N. Martineau** to **Lloyd Mickelsen, V. Melvin Brown, Thomas A. Fairchild** and **Leo U. Higham** (each 25%); consideration $1,000. Mr. Mickelsen owns farm and ranch; Mr. Brown is president and majority stockholder of pumps and sprinkler systems firm; Mr. Fairchild is account executive with KID-TV Idaho Falls; Mr. Higham is program director of KID Idaho Falls. Ann. Nov. 21.

WMOK Metropolis, Ill.—Seeks transfer of 11.11% limited partnership interest in Fort Massac Bcstg. Co. from **Walter H. Firmin** (deceased) to **Elva M. Firmin** as legatee; no financial consideration involved. Ann. Nov. 20.

WJBW New Orleans, La.—Seeks assignment of license from **Radio New Orleans Inc.** to **Carmen Macri,** d/b as **Raymac Radio Inc.**; consideration $250,000. Mr. Macri owns 20% of WZOK-AM-FM Jacksonville, Fla. Ann. Nov. 17.

KANO Anoka, Minn.—Seeks relinquishment of negative control of **Northwest Bcstg. Co.** by **Frank R. Hunt Jr.** (present owner of 50%) through purchase of 12.5 shares each from corporation by **Richard J. Novak** and **Richard B. Ahern,** present owners of 25%, each so that each stockholder will own one-third of outstanding stock; consideration $100 per share. Ann. Nov. 21.

KSHO-TV Las Vegas, Nev.—Seeks assignment of license from **Television Co. of America Inc.** to **Harry Wallerstein** as receiver in bankruptcy; no financial consideration involved. Ann. Nov. 17.

WAUB Auburn, N. Y.—Seeks assignment of license from **Atom Bcstg. Corp.** to **Gerard S. Mirabito, Calvin E. Green, William K. Walker,** and **Robert B. Morgan** (each 15%), d/b as **Cayuga Bcstg. Corp.**; consideration $108,000. Mr. Mirabito is general manager of Finger Lakes Press, Auburn; Mr. Green is executive director of United Fund of Cayuga County; Mr. Walker is president and general manager of Pepsi-Cola Bottling Co. of Auburn; Mr. Morgan is employe of WNDR Syracuse, N. Y. Ann. Nov. 17.

WEOK-FM Poughkeepsie, N. Y.—Seeks assignment of cp from **Hudson Valley Bcstg. Corp.** to **Hudson Valley F. M. Inc.,** new corporation owned 100% by **Communications Industries Corp.,** which is also sole stockholder of assignor; consideration reimbursement of costs to date and assumption of future construction costs. Ann. Nov. 20.

WBMT Black Mountain, N. C.—Seeks assignment of license from **Eugene Slatkin** and **David P. Slatkin,** d/b as **Mountain View Bcstg. Co.** to **Gordon H. Greenwood** (62.5%), **Sanford C. Sarti** (25%) and **Garnet Greenwood** (12.5%), d/b under same name; consideration $19,050. Mr. Greenwood owns printing and publishing firm; Mrs. Greenwood is housewife; Mr. Sarti is sales manager of WBMT. Ann. Nov. 21.

WDGO(FM) Cleveland, Ohio—Seeks assignment of license from **Douglas G. Oviatt & Son Inc.** to **Marc A. Wyse, Richard Janssen** (each 37.04%) and **Douglas G. Oviatt Jr.,** (25.92%) d/b as **Janssen Bcstg. Co.**; consideration $60,000. Mr. Wyse is president and 99% owner of advertising agency; Mr. Janssen has been account executive with Metropolitan Bcstg. Co., Cleveland; Mr. Oviatt is one-third owner of assignor and present manager of WDGO (FM). Ann. Nov. 17.

WYZZ(FM) Wilkes-Barre, Pa.—Seeks assignment of license from **Richard G. Evans Sr.** to **Scranton-Wilkes-Barre Fine Music Bcstg. Inc.,** new corporation consisting of **Mr. Evans** (99.04%), **Frances E. Evans** (.64%) and **Richard G. Evans Jr.** (.32%); no financial consideration involved. Ann. Nov. 17.

WJAY Mullins, S. C.—Seeks transfer of two-thirds of total stock in **Mullins & Marion Bcstg. Co.** from **Maymie T. Smith** to **William L. Harrelson;** consideration $35,000. Mr. Harrelson is present owner of one-third of licensee, owns farm and is commissioner of agriculture for State of South Carolina. Ann. Nov. 21.

WRVC-FM Norfolk, Va.—Seeks transfer of control of **Virginia Good Music Corp.** through cancellation of old classes of stock and issuance of new shares. New stockholders include **Harrison W. Moore Jr.** (48%) and **Forest P. Clay Jr.** (24%). Mr. Moore is manager of WRVC-FM; Mr. Clay is professor of physics at College of William & Mary. Ann. Nov. 21.

WEAQ, WIAL(FM) Eau Claire, Wis.—Seeks transfer of 52% of stock in **Broadcaster Services Inc.** from **William E. Walker** (deceased) to **First National Bank of Madison, Wis.,** as executor of Mr. Walker's estate; no financial consideration involved. Ann. Nov. 17.

WECL Eau Claire, Wis.—Seeks assignment of license from **Chippewa Valley Radio & Tv Corp.** to **WECL Inc.** which is sole stockholder of assignor (assignor to be dissolved on closing); no financial consideration involved. Ann. Nov. 21.

WMNE Menomonie, Wis.—Seeks transfer of one-third partnership interest **Menomonie Bcstg. Co.** from **Evelyn Whitford,** administratrix of estate of **Charles Whitford** (deceased) to **Henry W. Overbeck,** new administrator, no financial consideration involved. Ann. Nov. 21.

Hearing cases

FINAL DECISION

■ By decision, commission (1) granted exception of Hudson Bcstg. Corp. (WCMB) Harrisburg, Pa., and pleading by applicants accepting condition and (2) made final Sept. 20 initial decision and granted applications to increase daytime power from 250 w to 1 kw, continued operation on 1400 kc, 250 w-N, of Associated Bcstrs. Inc. (WEST) Easton, Pa.; Belvedere Bcstg. Corp. (WWIN) Baltimore, Md.; South Jersey Radio Inc. (WOND) Pleasantville, N. J.; WGAL Inc. (WRAK) Williamsport, Pa.; Kendrick Bcstg. Inc. (WHGB) Harrisburg, Pa., and Scranton Radio Corp. (WICK) Scranton, Pa., each with interference condition, and waiver of Sec. 3.188(d) granted to WHGB, but modified initial decision to enlarge condition attached to WHGB grant to add that permittee shall submit, before issuance of program test authority, sufficient field intensity measurement data, made before and after installation of such equipment, to prove that its authorized operation has no adverse effect on technical operation of WCMB. Action Nov. 21.

OTHER ACTIONS

■ Commission designated for consolidated hearing mutually exclusive applications for new tv stations to operate on ch. 13 in Grand Rapids, Mich., of Grand Bcstg. Co. and Atlas Bcstg. Co. After 30 days from public notice of acceptance for filing, commission will issue subsequent order consolidating in this proceeding applications of West Michigan Telecasters Inc., MKO Bcstg. Corp., Peninsular Bcstg. Co. and Major Tv Co. and all other applications for this facility filed before 5 p.m., Nov. 20, which are entitled to comparative consideration; made Federal Aviation Agency party to proceeding; and denied petition by West Michigan Telecasters to add trafficking issue as to applicant Grand Bcstg. Co. Comr. Ford not participating. Action Nov. 21.

KWTX Waco, Tex., KERV Kerrville, Tex., —Designated for consolidated hearing applications to increase daytime power from 250 w to 1 kw, continued operation on 1230 kc, 250 w-N; made KDLK Del Rio, and KWTX and KERV parties to proceeding with respect to their existing facilities. Action Nov. 21.

■ By memorandum opinion and order, commission (1) designated for hearing application of Lake Shore Bcstg. Inc. to permit dual-city identification of WDOE Dunkirk, N. Y. (1410 kc, 500 w, DA-N, unl.), as Dunkirk-Fredonia and (2) dismissed petition to deny by Dunkirk-Fredonia Bcstg. Inc. (WBUZ) Fredonia, N. Y. Action Nov. 21.

■ By memorandum opinion and order, commission denied petition by Alvarado Tv Inc. (KOAT-TV [ch. 7] Albuquerque, N.M.), for rulemaking to amend tv table of assignments by deleting ch. 2 from Santa Fe and reassigning it to Albuquerque or on hyphenated basis to Albuquerque-Santa Fe; also denied counterproposal by New Mexico Bcstg. Inc. (KGGM-TV [ch. 13] Albuquerque) to reassign ch. 2 from Santa Fe to Las Vegas. Commission found no merit in proposals of either Alvarado which would reassign channel to make it available for its own application to use ch. 2 for KOAT-TV now on ch. 7 in Albuquerque or New Mexico Bcstg. which would remove channel to Las Vegas, small community about 40 miles east of Santa Fe in direction away from Albuquerque. Action Nov. 21.

■ By report and order, commission finalized rulemaking in Doc. 14272 and amended tv table of assignments by reserving ch. *19 for educational use in Bay City, Mich., and deleting educational reservation from ch. 73 in that city. Delta College of Saginaw petitioned for change. Action Nov. 21.

■ By memorandum opinion and order, commission denied petition by Assn. of Maximum Service Telecasters for reconsideration, deferral and withdrawal of notices of proposed rulemaking to assign additional vhf channel to Oklahoma City, Okla.; Johnstown, Pa.; Baton Rouge, La.; Dayton, Ohio; Jacksonville, Fla.; Birmingham, Ala.; Knoxville, Tenn., and Charlotte, N. C. Commission felt that ample time for preparation of comments since release of supplement to report and order in Doc. 13340 has been available and that no grounds for further delay in short spaced rulemakings is present. Chmn. Minow and Comr. Lee dissented. Action Nov. 21.

■ By order, commission granted petition by Crosley Bcstg. Corp. and stayed effective date of Oct. 27 decision in Indianapolis, Ind., ch. 13 proceeding to 3 a.m., EST, on date 30 days after final commission decision on petition for reconsideration to be filed by Crosley within statutory period allowed, or 30 days after final court order if judicial review is sought. (Oct. 27 decision [1] granted application of WIBC Inc. for new tv station to operate on ch. 13 in Indianapolis and denied application of Crosley for same facility, and [2] ordered that authority heretofore given Crosley to continue operation of its station WYWI [TV] on ch. 13 is terminated effective 3 a.m. EST Nov. 30, 1961.) Comr. Craven did not participate. Action Nov. 21.

■ By memorandum opinion and order in proceeding on application of REA Radio & Electronic Laboratory for renewal of license of WREA East Palatka, Fla., commission (1) denied motion by Broadcast Bureau to terminate hearing and dismiss application and (2) permitted WREA to satisfy local notice requirement by publication of hearing notice in newspaper, timing of such publication to be computed from release of instant order, and granted WREA's petition for change in place of hearing from East Palatka, Fla., to Washington, D. C., unless further factual developments persuade hearing examiner that actual presence in East Palatka is essential for conducting proper and complete hearing. Chmn. Minow dissented. Action Nov. 21.

■ By memorandum opinion and order, commission denied petitions by Bloomington Bcstg. Corp. for reconsideration of hearing order and for waiver of Sec. 1.362 of rules in proceeding on its applications for mod. of licenses of WJBC-AM-FM Bloomington, Ill. Chmn. Minow not participating. Action Nov. 21.

■ By order, commission granted petition by Waterland Bcstg. Corp., applicant for new am station in Fenton, Mich., and stayed effective date of Oct. 4 initial decision which looked toward granting application of Tv Corp. of Michigan Inc. for new station to operate on 1510 kc, 5 kw, DA, D, in Jackson, Mich., pending further review by commission. Action Nov. 21.

■ By memorandum opinion and order, commission (1) granted petition by Broadcast Bureau to accept late filing and (2) denied petition by respondent The Court House Bcstg. Co. (WCHO) Washington Court House, Ohio, for reconsideration of Sept. 14 denial of its previous petition to enlarge issues and reopen record in am consolidated proceeding in Doc. 13097 et al. Comr. Ford abstained from voting. Action Nov. 21.

■ By memorandum opinion and order, commission denied joint petition by applicants WINN Bcstg. Corp. (WINN) Louisville, Ky., and Southeastern Bcstg. Inc. (WSFC) Somerset, Ky., for reconsideration of Sept. 20 memorandum opinion and order and grant of their applications to increase daytime power from 250 w to 1 kw, continued operation on 1240 kc, 250 w-N, which are in consolidated hearing in Doc. 13097 et al. Petitioners made no requisite public interest showing to warrant reversal of commission's Sept. 20 similar denial to depart from normal procedure. Action Nov. 21.

■ By memorandum opinion and order, commission denied petition by Radio-Active Bcstg. Inc. to add waiver consideration in Sec. 3.35 issue in proceeding on its application to increase daytime power of WATO Oak Ridge, Tenn., from 1 kw to 5 kw, continued operation on 1290 kc, 500 w-N, DA-N. Commission feels additional language requested by petitioner would be surplusage. Action Nov. 21.

Routine roundup

- Commission invites comments by Feb. 5, 1962, to proposed rulemaking, based on petition by Georgia State Department of Education, which would assign and reserve eight additional uhf channels to permit state-wide coverage beyond range of existing two vhf and three uhf educational assignments in that state. They would be chs. *18, Dalton; *14, Draketown; *20, Wrens; *15, Cochran; *23, Dawson, *18, Ashburn, *14, Pelham and *17, Warm Springs. None of these cities now has any channel assignment (either commercial or educational) except Dalton, where commercial ch. 25 would be deleted, as would be commercial chs. 15 from Dublin, 17 from Marianna (Fla.), 14 from Tifton, and possibly ch. 17 from Jasper (Ala.) and ch. 31 from Americus (Ga.). Until matter of overall allocation policy can be decided, commission believes it would be inappropriate to reserve large blocks of channels such as requested, particularly since immediate construction is not contemplated. It is, however, mindful of needs for additional channels for educational tv in Georgia and will consider state's request concurrently with proceeding in Doc. 14229 which is aimed to promote use of uhf channels. Action Nov. 21.
- Commission addressed letter to Storz Bcstg. Co., licensee of KOMA Oklahoma City, Okla., in which it informed licensee of apparent liability to $10.000 fine for willful and repeated technical violations including operation with daytime non-DA prior to 4 a.m. and gave licensee 30 days in which to show cause why fine should not be imposed. Action Nov. 21.

ACTIONS ON MOTIONS

By Commissioner Frederick W. Ford

- Granted petition by Kent-Ravenna Bcstg. Co. and extended to Nov. 22 time to respond to petition by Portage County Bcstg. Corp. to enlarge issues in proceeding on their applications for new am stations in Kent and Kent-Ravenna, Ohio, et al. Action Nov. 16.
- Granted petition by Broadcast Bureau and extended to Nov. 17 time to respond to petition by Lindsay Bcstg. Co., Punta Gorda, Fla., to enlarge issues and opposition by William H. Martin, Fort Myers, Fla., to petition to enlarge issues and request for alternative relief in proceeding on their am applications, et al. Action Nov. 15.
- Granted petition by Herbert Muschel and extended to Dec. 4 time to file exceptions and brief and request for oral argument in proceeding on his application, Independent Bcstg. Co., and New Bcstg. Inc., for new fm stations in New York, N. Y. Action Nov. 14.
- Granted petition by applicants and extended to Dec. 13 time to file replies to exceptions in Lake Charles-Lafayette, La., tv ch. 3 proceeding. Action Nov. 14.
- Granted petition by North Suburban Radio Inc. and extended to Nov. 17 time to file replies to exceptions and brief in support of exceptions filed by Elgin Bcstg. Co. (WRMN) in proceeding on their am applications in Highland Park and Elgin, Ill., which are consolidated for hearing in Doc. 13010 et al. Action Nov. 14.
- Granted petition by Broadcast Bureau and extended to Nov. 24 time to file exceptions to initial decision in proceeding on application of Robert E. Podesta and Marcella Podesta for new fm station in Santa Clara, Calif. Action Nov. 14.
- Granted petition by Broadcast Bureau and extended to Nov. 20 time to respond to petition for reconsideration by Waterland Bcstg. Corp., Fenton, Mich., which is in consolidated am proceeding. Action Nov. 13.
- Granted petition by Broadcast Bureau and extended to Nov. 20 time to respond to petition by Don F. Price, Battle Creek, Mich., to consolidate for hearing in Doc. 14085 et al. application of Tv Corp. of Michigan Inc., Jackson, Mich., and to set aside initial decision in that am proceeding. Action Nov. 13.

By Acting Chief Hearing Examiner Jay A. Kyle

- Granted joint petition by Maricopa

Continued on page 98

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Nov. 22

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,603	52	100	853
FM	882	58	161	185
TV	487[1]	68	83	134

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Nov. 22

	VHF	UHF	TV
Commercial	468	85	553
Non-commercial	40	18	58

COMMERCIAL STATION BOXSCORE

Compiled by FCC Oct. 31

	AM	FM	TV
Licensed (all on air)	3,603	887	487[1]
Cps on air (new stations)	49	41	68
Cps not on air (new stations)	157	185	90
Total authorized stations	3,809	1,113	655
Applications for new stations (not in hearing)	524	99	47
Applications for new stations (in hearing)	171	24	39
Total applications for new stations	696	123	86
Applications for major changes (not in hearing)	508	68	39
Applications for major changes (in hearing)	107	5	13
Total applications for major changes	615	73	52
Licenses deleted	0	0	0
Cps deleted	0	2	2

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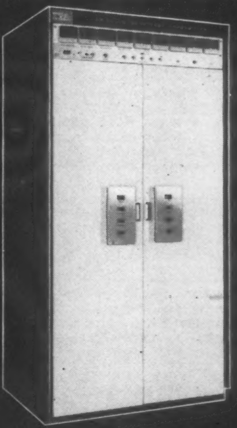
[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

ITA
Quality
HIGH
EFFICIENCY

5 kw AM
TRANSMITTER



AM's Best 5-KW Buy!
The unique PA circuit in ITA's 5 kw AM transmitter operates with about 90% efficiency. Only five tube types used and total tube complement is nine. Makes maintenance simple and economical. Check these advantages: • Solid State Rectifiers • Conelrad and Remote Control Provisions • Power Cutback to 1 kw • Automatic Recycling • Free Installation Supervision. It's value packed! For complete information write ITA Dept. BJ-1.

ITA
ITA Electronics Corporation
BROADCAST DIVISION
Lansdowne, Pennsylvania

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- **SITUATIONS WANTED 20¢** per word—***$2.00** minimum* • **HELP WANTED 25¢** per word—***$2.00** minimum.*
- **DISPLAY** ads **$20.00** per inch—***STATIONS FOR SALE** advertising require display space.*
- **All other classifications 30¢** per word—***$4.00** minimum.*
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Sales managers, assistant and station managers, interested in joining expanding Pa., Florida, radio group in administrative capacities—excellent future—send detailed resume to Box 801H, BROADCASTING.

Manager—sales manager strong on sales and promotion. Regional small market—northeast. Box 855H, BROADCASTING.

New York area—Going, growing station (member of dynamic radio group) in search of young, going, growing salesman who's able to advance to management. This group of stations offers genuine opportunity. Remuneration plan excellent—salary, commission, bonuses—five figures. Send complete resume, including recent photo, to Box 957H, BROADCASTING.

Operational manager, some sales, salary and bonus, well established 1000 watt good midwestern town. Give complete details first letter. Excellent opportunity for right man. Box 959H, BROADCASTING.

Sales

New England—Major indie needs good strong salesman. Real opportunity with growing multiple chain for man looking to the future. Resume to Box 915H, BROADCASTING.

Sales-operation manager (plus two salesmen) for new (now building) 1-kw-D central atlantic-medium market. Send full resume-photo to Box 729H, BROADCASTING.

Florida. $100 week plus 15%. On collected revenue of $500 per week you get $175.00. On $800 per week you get $220.00. On $1500 per week you get $325.00 per week. Territory unlimited so sky's the limit. Competitive medium metro market on east coast. At least 2 years fulltime radio sales experience. No beginners please. Air mail resume to Box 732H, BROADCASTING.

Radio salesman. Base salary $7800 plus 15% commission. Men averaging $10-15,000 year, We pay interview and moving expenses. West Michigan market 350,000. Station fulltime am and fm. Resume must include past and present earnings and volume sold. Radio experience not required—sales experience is. Box 920H, BROADCASTING.

Opportunity awaits in Corpus Christi! A strong local advertising man can make good money and move up with top rated, locally owned KEYS radio. Send complete resume to Chas. Rossi, Box 1460, Corpus Christi, Texas. References will be checked and only experienced men desiring a better position in life need apply.

Opportunity radio salesman. Salary plus commission. Good market. KFRO, Longview, Texas.

Top c&w station needs good salesman interested in making excellent money. Minimum two years sales experience. Sales only. DJ's & pickers need not apply. Guarantee and commission. K-P-E-G, 3810 E. Boone, Spokane, Washington.

Southern group—Top rated metro stations, expanding, seeking two potential managers as salesmen—30-40, married. Guarantee, moving, rapid advancement for creative producer. Area applicants preferred. Send photo—complete resume first letter. McLendon Broadcasting, Suite 980, Milner Bldg., Jackson, Miss.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th Street, Minneapolis 2, Minn.

Help Wanted—(Cont'd)

Announcers

Capable radio announcer desired by am-fm-tv station. Emphasis on voice quality and intelligent delivery. We are adult operation, not personality format . . . interested in maturity and permanence. Above average benefits, pleasant midwestern community. Box 745H, BROADCASTING.

Announcer-engineer. Central Pennsylvania station. Our need is immediate. Salary open. Send resume and tape to Box 758H, BROADCASTING.

1st phone only, adult personality. Must be ready to settle for Illinois medium market. Prefer applicants from Illinois, Iowa, Minnesota and Missouri. Send details and present air schedule. Starting salary $540 per month. Box 890H, BROADCASTING.

Morning deejay; bright, snappy, alert. Strong on sell, news, tight production; fast board. Experienced. Upstate New York. Send tape, resume. Box 971H, BROADCASTING.

Newsman for local news operation. $110.00 to start, plus travel. KBRZ, Freeport, Texas.

Immediate opening for experienced, adult announcer. KBUD, Athens, Texas.

Opportunity married staff announcer. Outline experience. KFRO, Longview, Texas.

Need experienced announcer for general staff work at progressive northeast Texas station. Good opportunity for right man. Send tape, resume, photo to KIMP AM-FM, Mt. Pleasant, Texas.

WGSB, Geneva, Illinois—new AM station affiliated with MBS accepting applications from combo men for immediate permanent position. Friendly staff, fine living area. Applicant must be sober and stable. Phone or write Joe Barrie, Program Director, P. O. Box 68. Phone JU 4-8820.

Wanted: Experienced dj for tight format operation. Must be strong on news and able to give a good sell on commercials. We program to adults. No rock and rollers please. Send tapes, resumes and pictures to Bob Bauman, Program Director, WHFB Radio, Benton Harbor, Michigan.

First phone announcer needed. Sales possible. Beginners considered. Contact Manager. WIOS Tawas City, Michigan.

Experienced announcer with first phone—immediate opening. Send resume, tape and photo. J. F. Marzke, WJUD, St. Johns, Michigan.

Good board man—some announcing—no dj. Network station, $60.00—42 hours if experienced. WLDB, Atlantic City, New Jersey.

Still looking for combo or announcer interested in working for first phone. Adult format daytime station permanent position in beautiful eastern Virginia. WNNT, Warsaw, Virginia. EDgewater 3-6900. Dean Loudy.

Opening for announcer with first phone. Light maintenance, good working conditions. Contact WSYB, Rutland, Vermont.

Announcer, dj, for good music NBC midwest affiliate . . . must have experience. Good salary plus benefits. Send photo, tape and resume to Ed Huot, WTRC, Elkhart, Indiana.

Combo man—no pressure just dependability for WTSL, Hanover, New Hampshire. Easy listening tops in market . . . contact chief of Norman Knight stations—Tony Vacaro, Portsmouth, New Hampshire.

Help Wanted—(Cont'd)

Announcers

Do you really believe in radio? We have successfully proven that not only does radio sell all day, but in our market, hundreds of thousands of homes listen to the radio every night of the week. We want a strong nighttime personality that local salesman can sell. Midwest 5000 watt CBS affiliate. Staff knows of this ad. Send tape, resume and picture to Box 975H, BROADCASTING.

Combo—first phone. Excellent salary. WVOS, Liberty, New York.

Spanish speaking, first radio telephone, no experience necessary, 250 watt, new equipment, beautiful location. Box 1526, Ponce, Puerto Rico

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th Street, Minneapolis 2, Minn.

Technical

Chief engineer for directional array. Fine company, good equipment. If interested please send detailed application to Box 942H, BROADCASTING.

Engineer-chief: must be combo-something. Eng-sales, eng-announcer, etc. Not sufficient work to spend full time eng. Daytimer. No problems. $100 weekly. Full details to Box 954H, BROADCASTING.

North Carolina coastal area full timer seeks happily married first phone engineer for chief. Duties will consist of maintenance, some air work, installation of new studios in luxury motel and expected construction of new AM full-time station. Willing to pay well for competent, sober, cooperative man interested in working for young, aggressive, growing organization. State experience, salary, availability and enclose recent photo in first letter. Box 958H, BROADCASTING.

Chief engineer. First rate daytime station heavy on maintenance and electronics in general. Box 962H, BROADCASTING.

Wanted: Combination chief engineer-announcer with first phone. Air shift and maintenance. Small market and local station. Send all information and tape to Allen R. McIntyre, KNDC, Hettinger, North Dakota.

WGSB, Geneva, Illinois needs 1st phone engineer strong on technical and can do acceptable air work. MBS network affiliate; friendly staff. Permanent position for stable man. Write H. L. Enstrom, Chief Engineer, P. O. Box 68, or phone JU 4-8820.

Chief Engineer. Immediate opening. WVOS, Liberty, New York.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th Street, Minneapolis 2, Minn.

Production—Programming, Others

If you are creative and can write effective commercial copy and have a good commercial voice, send resume and audition tape immediately to Box 796H, BROADCASTING.

RADIO

Situations Wanted—Management

Prefer medium market—35—family man. College graduate, first phone—eleven years commercial radio—part two years public relations capacity with agency contacts. Previous managerial experience. Box 807H, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Manager, heavy sales. For small or medium market. Twelve years experience, ten management. Mature, thorough knowledge all phases. Top past employer references. Immediate. Box 895H, BROADCASTING.

General manager . . . available around first of year. Present station being sold. 15 years experience all phases. 37. Family, sober. Active in community affairs. Excellent recommendations include present employers. Organize and develop new station or administer operating concern. Active in sales, etc. First phone many years. Prefer western market 20-50,000 or perhaps small group. Would like eventually partial or full purchase opportunity, though not essential. Box 616H, BROADCASTING.

Who needs an honest, money-making manager to run tight ship, small to medium northeast market? Currently sales manager 5000 watt metropolitan. Proven creative sales record, absolute top references every department, including present employer. Box 934H, BROADCASTING.

Operations manager—experience thorough and varied; currently responsible for entire in-station performance of modern, progressive station, including programming, secretarial and books. Accomplished in smooth, mature production. Want to do same for community-minded, stable operation. Box 940H, BROADCASTING.

Your station needs this man as manager. Experienced 7 years announcing, 8 years sales, has first class license. Is draft exempt, 36 years old, married. 3 children. On last job 8 years. Contact: 1940 Noccalula Rd., Gadsden, Alabama.

Announcers

Top sportscaster looking for sports minded station. Finest of references. Box 720H, BROADCASTING.

Announcer. Mid-road music experience. News. Commercials. Versatile. Tape available. Box 950H, BROADCASTING.

1st phone operator single, vet. strong ham & electrical experience, desires return to native mid-south area for permanent position as broadcaster, possibly announcer. Box 898H, BROADCASTING.

First phone—combo, personality dj, news, events, mature, adaptable, 16 years all phases, family. Immediate availability, $100. Box 939H, BROADCASTING.

DJ/announcer. Young. Cheerful. Swinging. Convincing. Good production. Tape available. Box 949H, BROADCASTING.

Versatile announcer—creative copywriter—sportscaster. Married. Draft-exempt. 3 years experience. Box 916H, BROADCASTING.

Announcer, dj mucho happy sound even humor (sometimes) can adjust delivery, top 100 or the briar patch, program top-rated in southland, wanting Yankee metro-market. Box 918H, BROADCASTING.

Four years experience am-fm. First phone —some announcing—veteran, seeking position in northeastern college town. Box 919H, BROADCASTING.

Experienced announcer—dj. Play-by-play experience. Prefer Pennsylvania-New Jersey area. Box 947H, BROADCATING.

Announcer. Young. Cheerful. Realistic. Sales ability. Excellent training. Tape available. Box 951H, BROADCASTING.

Experienced personality dj—first phone, college, draft exempt. Available immediately. Box 952H, BROADCASTING.

Basketball play-by-play. Experienced. Quick. Descriptive. Good interviewer. References. Box 955H, BROADCASTING.

Old hand—wants new place to set. Age 44. 21 years broadcasting money-making shows. Box 960H, BROADCASTING.

Available immediately. Clean cut, indefatigable veteran, 25, single, B.A. degree. Excellent references, pleasant voice, 2nd phone-first soon. Grantham trained. Limited experience. Box 964H, BROADCASTING, or call Washington, D. C., RE 7-2131. Ed Post.

Negro versatile announcer looking for work. Will travel, tops in dj show. Box 965H, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Experienced announcer-dj. Good voice. Can work with any type of music. Willing to work any good small or big market in midwest. Box 966H, BROADCASTING.

Young-man currently working as network news desk assistant in New York. Desires position on small radio-tv station as reporter-writer. Experience includes limited local reporting UN and election coverage for local and network radio-tv operation. Salary and location unimportant. Box 967H, BROADCASTING.

Experienced negro, disc jockey, desires position. Fast board—bright sounds. Married, news. Box 968H, BROADCASTING.

Experienced dj, announcer-engineer or combo. Married, bright sound, tight production, news. Box 969H, BROADCASTING.

Bright, happy, morning or afternoon deejay with production know-how seeks sound future with progressive metro-market station. Presently employed in major top 40 chain . . . eight years experience . . . 23, single, draft-exempt. Have backlog of ideas and first phone (non-maintenance). Box 970H, BROADCASTING.

Experienced negro announcer, dj, mature voice—will travel. Family man. Box 972H, BROADCASTING.

Happy-voiced announcer seeks progressive market. Experienced (presently employed). Married, not a floater. Love good production. Best references. Minimum $100 week. Desire "top 40" operation. Box 973H, BROADCASTING.

Nine years experience, excellent references. Tops in—news, deejay, continuity, production. Want to settle in lower Michigan area. Write Dick Caouette, c/o Frank Bignell, WHMI, Howell, Michigan.

Want to work in Kansas. Announcer, news, dj., also write copy. Need station that will give young ambitious beginner start. Military service completed. For live audition call or write: Gerald Laprade, Walker, Kansas. RE 5-4738.

Smile awhile! 1st phone, college, family, 5 years professional entertainer, veteran, announcing school graduate, television experience, type 50. Desire permanent position southwest. Paul Potter, 419 Horne, Duncanville, Texas. AX 8-2965.

North Carolina or bust! Young, eager, broadcasting school trained. Roy Smith, 5203 Denton Drive, Dallas, Texas.

Combo man—some experience and a lot of potential. First phone, consider your area. Prefer smaller markets. Strong on news and jock work. Jerry Wilson, 2243 Bergstrom, Dallas 17, Texas.

First phone, limited experience. Desires to become top man in broadcast field. Prefer south-east. Military obligations completed. Box 101, Hendersonville, North Carolina. OX 3-3960.

Technical

Engineer, 1st phone radio and tv experience maintenance preferred. Also cr operation and production. Box 945H, BROADCASTING.

Radio or tv engineering position desired in southwest. Formerly KXKW. Married. First class ticket. Contact Ray Loper, 1221 Neblett, Stephenville, Texas. Phone Woodlawn 5-3357.

Production—Programming, Others

Sports director—radio or television. Now public relations director with professional sports organization—thirteen years play-by-play football, basketball, baseball, all phases of sports—35. Married. First phone will travel for interview. Box 808H, BROADCASTING.

Philadelphia producer-writer. Rare find. 10 years radio-television-agency. Box 927H, BROADCASTING.

Smooth, mature production—now in charge of programming of modern, all-produced sound. Want similar capacity in community-minded, stable operation. Market size secondary. Box 941H, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Announcer-writer-newscaster needs permanent position in tv or adult radio. University & broadcasting school graduate, 35, single. Experienced as radio pd & tv-radio continuity director. 8 years in broadcasting. Prefer Michigan, Wisconsin or Minnesota but consider other. Available January 8. Box 948H, BROADCASTING.

Top newspaperman, 11 years dailies, all beats, craves pace, pressure of radio or tv news anywhere. Know camera, mike. Combat vet, 35, degree, 3 children. Jack Magee, HOward 5-1598, San Diego, California.

Program director of local number one station desires a change of location. Four years experience in all types of formats. Currently with top 75 music and news station. Has worked as announcer, dj, p.d., and third class engineer. Contact Box 7073, Asheville, N. C.

TELEVISION

Help Wanted—Technical

WTOC-am-fm-tv, Savannah, Georgia, has opening for first class engineer. Reply by letter to chief engineer, giving complete qualifications, references, photographs and salary requirements for 50 hours. Box 874H, BROADCASTING.

Adding to our staff . . . south eastern vhf station needs studio and transmitter engineers. Must be able to switch and video tape experience helpful. State qualifications and salary requirements in letter. All replies confidential. Box 924H, BROADCASTING.

Experienced television transmitter engineer for night maintenance. GE experienced preferred. Excellent conditions, five day week, scale near $200. Major midwest market. Send references, resume and photo. Box 928H, BROADCASTING.

Immediate opening for first class technician studio and uhf-transmitter combined operation. First phone necessary. Contact H. J. Eskew, FLeetwood 2-7673, Urbana, Illinois or write WICD, Danville, Illinois.

Production—Programming, Others

Newsman with professional approach to news to join aggressive market leading tv news staff. Will air one major newscast, handle normal news gathering duties. NBC affiliate in upper midwest. Vacancy now exists. Box 921H, BROADCASTING.

Film editor—creative, industrious. Must be experienced on movieola, scoring, mixes, etc. Needed for documentary series in major eastern market. Box 922H, BROADCASTING.

Wanted . . . south-eastern, vhf station needs cameraman-floorman and projectionist. Video tape experience helpful, not necessary. State qualifications and salary requirements in letter. All replies confidential. Box 925H, BROADCASTING.

Announcers-directors . . . south-eastern, vhf station will consider non-experience radio announcers. Send photo, audio tape and/or video tape and salary requirements. All replies confidential. Box 926H, BROADCASTING.

TELEVISION

Situations Wanted—Management

Selling general manager. 37; college graduate; thoroughly experienced 18 years—8 years television. Can triple ratings and profits; enhance quality image. Have done it; am doing it. Box 626H, BROADCASTING.

Want out radio—in tv. 2 years radio sales, experienced news writer. Some radio-tv presentations writing. Box 896H, BROADCASTING.

One of top 3 tv salesmen in three station market in the top fifty, ready to step up to sales manager. 7 years experience plus radio and agency background. Experienced in agency presentation, ambitious, capable, active civicly. Top business and personal refs. Reply Box 956H, BROADCASTING.

Situations Wanted—(Cont'd)

Sales

Progressive single man—six years experience all phases radio, tv, theatre, records—currently in medium television market desires to relocate into public relations in New York or other metropolitan area. Willing to travel. Available January first. Details first letter please. Box 917H, BROADCASTING.

Announcers

Announcing-sales . . . 4 years radio experience in N. Y., N. J., California. Ready for tv. Excellent appearance, married, draft-free Box 932H, BROADCASTING.

TV announcer-for major market. 11 years announcing, 5 tv. Excellent appearance, versatile professional on-camera, booth. References, recommendations. Box 946H, BROADCASTING.

Technical

Southwest or west—Former chief of am and tv. Experienced as field representative of major company installing black and white and color tv. Presently responsible for large military color installation. Middle aged, married, seeking employment in warmer climate. Box 931H, BROADCASTING.

Chief engineer or technical supervisor; fm or tv; well rounded experience in all phases of technical construction, operation, supervision and administration of vhf and uhf tv stations. 13 years in electronics. Current 1st phone. Box 961H, BROADCASTING.

3 yrs. tv. 8 years radio—all transmitter experience. Desire permanent job in Texas or southwest. D. C. Kenny, 1708 Lucile, Wichita Falls, Texas. Phone 767-0917.

Production—Programming, Others

Six years experience news, film, camera, production and photography. Box 679H, BROADCASTING.

Film program manager 13 years in one of top 15 markets, major NBC affiliate in southwest. As department head, responsible for film buying, personnel supervisor, administration. Full knowledge all phases radio and tv programming, production, and operations. Single woman, personable, excellent references. Write Box 787H, BROADCASTING.

Promotion manager available. Presently assistant with major market radio and tv station. Experience in all promotion activity, including advertising, presentation writing, and research. Box 944H, BROADCASTING.

FOR SALE

Equipment

G.E. 3 kw fm transmitter—used approximately 3 years. Excellent buy at $3,000.00. Box 858H, BROADCASTING.

Used GPL 35mm telecast projector model PA-200. Reasonable. Box 953H, BROADCASTING.

2 automatic (45 rpm) turntables & controls (BQ-103 RCA) 2 turntable equalizing preamplifiers (BA-26A RCA). One turntable with controls and pre-amplifier priced at $995.00. This equipment used only four months. Both machines are equipped with remote control cueing. For inspection and contact, write or call WEAM, 1515 N. Court House Rd., Arlington, Va. Jackson 7-7100.

A used RCA BTA-250L transmitter with crystals for 1450 kc and selected spare parts. We will crate and ship for $750.00 Transportation collect. Call Jay Leibach, chief engineer—WLEC, Sandusky, Ohio. Write P. O. Box 441.

RCA 3-bay, channel 3 (or 2) tv antenna. 320 ft. 3-1/8" com. Products coaxial line, elbows, hangers, fittings, etc. All in excellent condition. Bargain. WSAV-TV, Savannah, Georgia.

For Sale—(Cont'd)

Equipment

5 kw fm transmitter, Collins 737, $4,000. Immediately available. Cisler, WLVL, P. O. 1644, Louisville, Kentucky. JU 5-4789.

Field strength meter, Feris 32-B five bands, 15 kc to 20 mc, like new, complete batteries, manual. $485—Electronico, P. O. Box 915, Appleton, Wisconsin.

Andrew 40-C phase monitor-overhauled by factory $250.00. RCA 76-B2 console $325.00. Tape recorder $50.00 . . . Contact: Fayette Broadcasting Corp., Uniontown, Pennsylvania.

For Sale: Western Electric type number 355-E-1 5 kw am transmitter. Old but still good. Buyer to assume cost dismantling and shipping. Available early 1962. Send your offer to P. O. Box 5007, Denver, Col.

Am. fm. tv equipment including monitors. 5820, 1850. p.a. tubes. Electrofind. 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Transmission line. styroflex. heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road. Oakland 20, California.

For Sale: Two Blaw-Knox self-supporting towers 444 ft. high. In excellent condition. Presently in place in Denver area. Buyer would assume cost of dismantling and shipping. Available early 1962. What's your offer? P.O. Box 5007, Denver, Colorado.

WANTED TO BUY

Equipment

Need OP-7 and OP-6 remote amplifiers. L. A. Pierce, WBBM-TV, Chicago.

2 used field camera chains and remote switchers—contact R. E. Owen, WKRC-TV, Cincinnati, Ohio. Phone GArfield 1-1750.

Wanted tape recorder, control-board, and broadcasting equipment. SOS, 270 N. Crest Rd., Chattanooga, Tennessee.

WANTED TO BUY

Stations

AM station in eastern United States. Small to medium market. All considered and in confidence. Box 929H, BROADCASTING.

Want to buy AM station in Oregon, Washington or Idaho under $80,000 total, around $15,000 down. Responsible persons. Send info to P.O. Box 617, Matthews, North Carolina.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Instructions—(Cont'd)

Since 1946. The original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. Enrolling now for classes starting January 3, March 7, May 9, July 11. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

FCC first class license in 6 weeks. We are specialists. We do nothing else. Small classes. Maximum personal instruction. One low tuition covers everything until license secured. Pathfinder Method, 5504 Hollywood Blvd., Hollywood, California.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4. Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

MISCELLANEOUS

The May, 1959 issue of the proceedings of The Institute of Radio Engineers—contact John H. DeWitt, President, WSM, Inc., Nashville, Tennessee.

"Deejay Manual," a complete gagfile containing adlibs. bits. gimmix, letters, patter . . . $5.00: Show-Biz Comedy Service, 65 Parkway Court. Brooklyn 35, N. Y.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books. Hewlett, N.Y.

Build local religious program! Invite council of churches or local minister to voice nationally distributed newscript, add local news. 31 satisfied users. Modest cost. Write Mass. Council of Churches, 14 Beacon St., Boston, for information.

Business Opportunity

Am looking for partner in progressive radio station in intermountain area population 119,000, would like you to be willing to invest $45,000 for 45 percent of station with option to buy 50 percent. Station is 1000 watt daytimer currently in black. Box 579H, BROADCASTING.

RADIO

Help Wanted—Sales

A SALESMAN'S 50,000 WATT CALIFORNIA OPPORTUNITY!!

— a man with a goal and willing to work

— a "Radio" man experienced in selling local clients

— a man willing to develop a strong list into top income

— for this man, the

OPPORTUNITY IS NOW at K R A K — 50,000 watts — SACRAMENTO 14, CALIF.

Send outline of performance and references with letter of application.

Help Wanted—(Cont'd)

Sales

SYNDICATION SALES REPS WANTED

Opportunity with top producer of musical commercials for Radio Stations and Advertisers. Services include quality shows and short features. Big commissions. Exclusive territories available.

Box 963H, BROADCASTING.

Announcers

$12,500 for SWING JOCK

Top 40 highly rated in America's top 7. North Eastern station has immediate opening for mature sounding personality D. J. All replies confidential. Tape and resume to:

Box 823H, BROADCASTING

Quality announcer needed for adult radio operation. Good pay and security offered the right man. Experience necessary with position open within one week.

Box 930H, BROADCASTING

"DJ—Mature, lively, intelligent, experienced, and most of all interesting for Southeastern 5 KW. Must be able to capture and hold an intelligent Southern audience. Send tape to:

Box 943H, BROADCASTING

UNLIMITED OPPORTUNITY

MIDWEST CBS RADIO & TELEVISION STATION

Looking for 2 personalities. Disc shows on radio and on camera and personality work on television. No previous television experience mandatory. However, must have solid radio background and experience. On radio will run own board. No engineering ticket necessary. Staff knows of this ad. Send tape, resume and/or film to

Box 974H, BROADCASTING.

Help Wanted—(Cont'd)

Technical

CHIEF ENGINEER

5KW New England Big City Station. Must be excellent creative studio and transmitter engineer. Forward looking mgt. Wonderful future if you know your stuff and are not a "lazybones." Detail experience, references in confidence to:

Box 825H, BROADCASTING

CHIEF ENGINEER

Man needed for 6-Tower Directional and modern complex audio set up. Must be sharp, experienced and understand that overall sound is our most important product. Executive position with executive responsibilities and rewards. Send full information plus salary to manager.

KSTT, Davenport, Iowa

Production—Programming, Others

NEWS DIRECTOR

$10,000 to start

You write, live, breath news. You're a self starter who writes, announces and understands fast paced modern news for top 40 station in large eastern mkt. Write in confidence, tape, resume to:

Box 824H, BROADCASTING

EXECUTIVE PROGRAM DIRECTOR presently working or residing in N. Y. C. area. Must have classical music background as well as complete understanding of semi-classical, show tunes. The man we select will be hired as a consultant for the first 120 days to set up programming for chain of major market stations. He will then take over as PROGRAM EXECUTIVE for these stations. Must be willing to relocate and do some traveling. References carefully checked. Write Box 936H, BROADCASTING.

For Best Results

You Can't Top A

CLASSIFIED AD

in

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

RADIO

Situations Wanted—Management

MANAGER OR SALES MANAGER

Need aggressive leadership for your station? My experience covers local sales, sales management and now manager of large metropolitan regional outlet. I'm seeking a challenging position where compensation will be based on the job I do for you. Market size or location no problem. Am familiar with programming, engineering and FCC rules and regulations. My record is open for inspection—personal references available. All inquiries will receive an immediate reply.

Box 923H, BROADCASTING

MISCELLANEOUS

MOVING?

SEND FOR BOOKLET

A free, 16-page booklet prepared by Burnham Van Service, Inc. can give you helpful, work-saving, cost-saving pointers on how to organize your move from city to city when you change jobs. How to prepare to move, tips on packing, a helpful inventory checklist of things to do are among the topics included. Write for your free copy. No obligation.

Chuck Swann,
Burnham Van Service,
1634 Second Avenue,
Columbus, Georgia

FOR SALE

Stations

BOSTON

Class B Stereo Multiplex FM station. Priced for immediate sale. Lynn 9-2213.

Box 702H, BROADCASTING.

SAN FRANCISCO

Class B—FM station.

Box 907H, BROADCASTING

Southeast, 1,000 watt daytimer New Equipment, Race Station. Business commensurate with its pre-eminent position in market. Reason for selling, other interests. Inquire, Box 933H, BROADCASTING

For Sale—(Cont'd)

Stations

FOR SALE

Excellent Florida property 5 KW. Solid economic area—no tourism. Grosses $80,000-$90,000. Opportunity for owner-manager. Full details first letter. No lease arrangements. No broker. Substantial financial qualifications required. $75,000 cash down will handle—balance on terms.

Box 938H, BROADCASTING

FOR SALE

Excellent Middle Atlantic property (day) in rich industrial and agricultural area, of 300,000 plus. Gross $80,000-$90,000. Opportunity for owner-manager. 12 years old, and in excellent physical condition. Includes real estate and is combined operation. $75,000 cash down will handle. No brokers. No lease arrangements. Balance on terms. Substantial financial qualifications required. Box 937H, BROADCASTING.

GUNZENDORFER

ARIZONA TWO STATION MARKET Fulltimer. Asking $78,000 with real estate. 29% down.

OREGON BIG MARKET. 5000 WATTER. Price $215,000 with 29% down. *Exclusive.*

OTHERS IN CALIFORNIA, ARIZONA, NORTHWEST FROM $60,000.

WILT GUNZENDORFER
AND ASSOCIATES

8630 W. Olympic, Los Angeles 35, Calif.
Licensed Broker *Financial Consultants*

Michigan	single	daytimer	60M	terms
Iowa	single	fulltime	77M	15dn
Fla	small	power	90M	29%
West	small	VHF-TV	150M	29%
Ga	metro	fulltime	175M	cash
South	major	fulltime	400M	100dn
N.E.	Top 30	daytimer	425M	terms

And others.

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

New York State regional $125,000 —West Coast regional $100,000 —Ark. major regional $180,000 —Tenn. major $375,000—Tenn. single $82,500 — N. M. major $250,000—N. M. medium $150,000 — Okla. single $100,000 — Tex. single $70,000—Tex. single $145,000—Tex. medium $160,000—Tex. metro. $275,000—Ala. major $300,000 — Miss. single $40,000—Fla. major power $237,000—Fla. major power $550,000 —Fla. major $225,000 — Fla. medium $180,000 — La. major $87,500—La. single $26,950— La. single $40,000—and many other in all price ranges! Contact:

PATT McDONALD CO.
Box 9266—GL. 3-8080
AUSTIN 17, TEXAS

For Sale—(Cont'd)

Stations

Mid-West. Non-competitive. Single Market. Fulltimer within 150 miles of Indianapolis. Grossing over $95,000.00 last 12 months. Excellent terms. Around $36,000.00 down, balance 7 to 10 years. 1000 Watts daytime and 250 Watts nighttime. Direct sale—not handled by brokers.

Box 754H, BROADCASTING

STATIONS FOR SALE

1. EAST. Top market. Daytimer. $102,000. 29% down.
2. CALIFORNIA. Daytimer. Asking $75,000. 29% down.
3. ROCKY MOUNTAIN. Daytimer. Near large market. Asking $31,500. $6,500 down.
4. SOUTH CENTRAL. Major. Full time. Asking $180,000. 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif HO. 4-7279

INSTRUCTIONS

THE AMERICAN
DISC JOCKEY SCHOOL

Offers fully trained and commercially oriented personnel. What are your needs? News • Sports • C&W • Top 40 • Jazz Sales • Programming • Men • Women

HELENA BLDG., NORFOLK, VA.

State Needs—Tape, Photo, Resume Rushed

Continued from page 93

County Bcstrs. Inc. and Maryvale Bcstg. Co., applicants for new am stations to operate on 1510 kc, 10 kw, D, in Mesa, Ariz., approved agreement whereby Maricopa would pay Maryvale $3,500, in partial payment of out-of-pocket expenses incurred in connection with Maryvale application, in return for its wtihdrawal; dismissed with prejudice Maryvale application and retained in hearing status Maricopa application. Action Nov. 16.

■ Granted petition by Storer Bcstg. Co. (WJBK) Detroit, Mich., and extended to Nov. 30 time to respond to petitions by KSTP Inc. (KSTP) St. Paul, Minn., and Post Newsweek Stations (WTOP) Washington, D. C., for leave to intervene in proceeding on Storer's am application et al which is consolidated for hearing in Doc. 14085 et al. Action Nov. 13.

■ Granted petition by James V. Perry for dismissal without prejudice of his application for new am station in Grove City, Pa., and retained in hearing status remaining application in consolidation—Quests Inc. for new am station in Ashtabula, Ohio. Action Nov. 13.

■ Granted petition by Barsland Inc. for dismissal without prejudice of its application for new am station in Holly, Mich., and retained in hearing status the remaining applications in the am consolidated proceeding (Community Service Bcstrs. Inc., Ypsilanti, Mich., et al). Action Nov. 13.

■ Scheduled hearing for Feb. 13, 1962, at place and time to be subsequently announced, in Providence, R. I., in matter of revocation of license of Neighborly Bcstg. Inc. for WLOV (FM) Cranston, R. I. Action Nov. 9.

By Hearing Examiner Millard F. French

■ Granted petition by Broadcast Bureau and extended from Nov. 17 to Nov. 22 time for filing proposed findings and conclusions in proceeding on applications of Radio Quests Inc. and WHOT Inc. for new am stations in Willoughby and Campbell, Ohio. Action Nov. 17.

By Hearing Examiner Charles J. Frederick

■ Granted petition by Broadcast Bureau and extended from Nov. 13 to Nov. 24 time to file proposed findings and conclusions in proceeding on application of United Tv Co. of New Hampshire (WMUR-TV) Manchester, N. H. Action Nov. 15.

By Hearing Examiner Walther W. Guenther

■ Granted petition by Broadcast Bureau and continued Nov. 20 further hearing to Nov. 30 in proceeding on applications of The Walmac Co. for renewal of licenses of stations KMAC (AM) and KISS (FM) San Antonio, Tex. Action Nov. 17.

By Hearing Examiner Isadore A. Honig

■ Granted, *nunc pro tunc*, Nov. 14 petition by Broadcast Bureau, and extended from Nov. 15 to Dec. 15 date for filing proposed findings of fact and conclusions, and, on own motion, extended from Nov. 29 to Dec. 29 date for filing reply pleadings in proceeding on applications of News-Sun Bcstg. Co. and Radio America for new fm stations in Waukegan and Chicago, Ill. Action Nov. 16.

■ Ordered, *nunc pro tunc*, that request by Kenneth G. Prather and Misha S. Prather, Boulder, Colo., is granted, and extended from Nov. 10 to Nov. 24 time for filing proposed findings and from Nov. 24 to Dec. 1 time for filing replies in proceeding on their am application and KDEN Bcstg. Co. (KDEN) Denver Colo. Action Nov. 13.

By Hearing Examiner H. Gifford Irion

■ Reopened record in consolidated am proceeding on applications of Radio Crawfordsville Inc., Crawfordsville, Ind., et al., to receive in evidence Exhibit 6 of Sullivan County Bcstrs. Inc., Sullivan, Ind., and closed record. Action Nov. 14.

By Hearing Examiner Forest L. McClenning

■ Granted petition by Putnam Bcstg. Corp. and continued from Nov. 16 to Nov. 23 date for exchange of exhibits to be offered in evidence in presentation of direct affirmative cases, and from Nov. 27 to Dec. 4 for hearing in proceeding on its application and Port Chester Bcstg. Co. for new am stations in Brewster and Port Chester, N. Y. Action Nov. 15.

■ Granted petition by Eastern Bcstg. System Inc., Brookfield, Conn., and continued from Nov. 20 to Nov. 30 date for exchange of exhibits to be offered in evidence in presentation of direct affirmative cases, Nov. 24 to Dec. 1 for further prehearing conference and from Dec. 4 to Dec. 18 for commencement of hearing in consolidated am proceeding in Doc. 14166 et al. Action Nov. 14.

By Hearing Examiner Herbert Sharfman

■ Granted petition by Ouachita Valley Radio Corp. for leave to amend its application for new am station in Camden, Ark., to operate on 1450 kc, 1 kw-LS, 250 w-N in lieu of 610 kc, 500 w, daytime only, and removed amended application from hearing docket and returned it to the processing line. Action Nov. 15.

By Hearing Examiner Elizabeth C. Smith

■ Upon request by applicant, continued Nov. 27 hearing to Dec. 13, and modified schedule for exchange of further exhibits and notification as to witnesses to conform with present agreement among counsel as to such dates in proceeding on application of Radio Americana Inc. for new am station in Baltimore, Md. Action Nov. 16.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of Nov. 20

■ By letter, commission granted request by Columbia Bcstg. System Inc. for extension of time to file response to commission's Oct. 25 letter concerning the network's new tv "incentive compensation plan." It stated in part: "In view of your representations as to the need for additional time within which to make a complete response, the time for reply is hereby extended to Dec. 6, 1961. Since those of your affiliates who were also asked to comment on the compensation plan are no doubt desirous of a similar extension, the time for their response is therefore also extended to Dec. 6, 1961."

WCAW Charleston, W. Va.—Granted mod.

of license to operate trans. by remote control; conditions.

WCHA-FM Chambersburg, Pa.—Granted cp to install new ant.

***KCSM(FM) San Mateo, Calif.**—Granted cp to replace expired permit for noncommercial educational fm station.

KYNO Fresno, Calif.—Granted cp to make changes in nighttime DA pattern.

WSLM-FM Salem, Ind.—Granted mod. of cp to change type trans. and type ant.; conditions.

WSSL North Augusta, S. C.—Granted mod. of cp to change ant.-trans. location to Off Wood St., Augusta, Ga., and main studio location to 200 Georgia Ave., North Augusta, S. C. (main studio location); make changes in ground system; remote control permitted.

WLOV(FM) Cranston, R. I.—Granted authority to remain silent beginning Oct. 10 for a period of sixty days; without prejudice to such further action as the Commission may deem warranted as a result of a final determination license revocation proceeding.

WMAB Munising, Mich.—Granted authority beginning Nov. 1 and ending April 1, 1962, to operate from 7:00 a.m. to 7:00 p.m. (local time) with exception of local special events and emergencies.

■ Following stations were granted extensions of completion dates as shown: WSSL North Augusta, S. C., to Feb. 15, 1962; KWBB-FM Wichita, Kan., to April 30, 1962; WLOS-FM Asheville, N. C., to Feb. 1, 1962; WBEL-FM S. Beloit, Ill., to May 1, 1962; WZAK (FM) Cleveland, Ohio, to April 13, 1962; KODE Joplin, Mo., to Jan. 2, 1962.

Actions of Nov. 17

KGUD-AM-FM, Sherrill C. Corwin, Santa Barbara, Calif.—Granted assignment of cps to **Metropolitan Theatres Corp.**

KRUN, Central West Bcstg. Co., Ballinger, Tex.—Granted acquisition of positive control by **M. M. and Bennie E. Rochester** (as family group) through purchase of stock by **Bennie E. Rochester** from **Walter G. Russell.**

Actions of Nov. 16

KLMR, The Southeast Colorado Bcstg. Co., Lamar, Col.—Granted assignment of license to **KLMR Inc.** (Ralph Eaton, president); consideration $158,000 and agreement not to compete in radio or tv business, directly or indirectly, for a period of five years within 125 miles of Lamar, Colo.

KFMB-FM San Diego, Calif.—Granted SCA to operate on 67 kc.

WAVC, Cicero Bcstg. Co., Boaz, Ala.—Granted assignment of license to **Veral Cicero** trading under same name.

WNAK, Wyoming Radio Inc., Manticoke, Pa.—Granted acquisition of positive control by **Martin H.** and **Frances J. Philip** through purchase of stock from **E. D.** and **Megan H. McWilliams.**

WISM-AM-FM, Heart O'Wisconsin Bcstrs. Inc., Madison, Wis.—Granted involuntary transfer of control from **William E. Walker** to **First National Bank of Madison, Wis.,** executors of estate of William E. Walker.

KSHO-TV, Tv Co. of America Inc., Las Vegas, Nev.—Granted involuntary assignment of license to **Harry Wallerstein,** receiver in bankruptcy.

■ Granted renewal of license for following stations: KDBS Alexandria, La.; WAHR (FM) Huntsville, Ala.; WATH Athens, Ohio; WBCM-FM Bay City, Mich.; WCEN Mt. Pleasant, Mich.; WCHD (FM) Detroit, Mich.; WCNU Crestview, Fla.; WDDT Greenville, Miss.; WDXB Chattanooga, Tenn.; WDXR Paducah, Ky.; WHBT Harriman, Tenn.; WHCT Holland, Mich.; WKST-TV Youngstown, Ohio; WOHI-FM East Liverpool, Ohio; WOMP Bellaire, Ohio; WORK York, Pa.; WPBN-TV Traverse City, Mich.; WPFB-FM Middletown, Ohio; WRED (FM) Youngstown, Ohio; WSAC Fort Knox, Ky.; WSTR-AM-FM Sturgis, Mich.; WTLO Somerset, Ky.; WTNC-AM-FM Thomasville, N. C.; WTRT (FM) Toledo, Ohio; WTTV-FM Bloomington, Ind.; WTVY (TV) Dothan, Ala.; WVOM Iuka, Miss.; WWBC Bay City, Mich.; WWNS Stateboro, Ga.; *WYSO (FM) Yellow Springs, Colo.

KO4BT, KO6BY Dunsmuir, Calif. — Granted mod. of cps to change to ch. 4 and ch. 6 for vhf tv translator stations.

■ Following stations were granted extensions of completion dates as shown: WEFA (FM) Waukegan, Ill., to March 2, 1962; WBLY-FM Springfield, Ohio, to Feb. 15, 1962; WRNL-FM Richmond, Va., to Jan. 2, 1962; WTFM (FM) Lake Success, N. Y., to Feb. 15, 1962; KACE-FM Riverside, Calif., to Feb. 16, 1962; KAFI (FM) Auburn, Calif., to Jan. 2, 1962; WADV (FM) Buffalo, N. Y., to March 15, 1962; KWFS-FM Eugene, Ore., to Feb. 15, 1962; KUDE-FM Oceanside, Calif., to Feb. 8, 1962; KRCS (FM) San Bernardino, Calif., to April 23, 1962; WEOK-FM Poughkeepsie, N. Y., to March 2, 1962; WKGN-FM Knoxville, Tenn., to April 23, 1962; WBAA-FM West Lafayette, Ind., to March 10, 1962; KAKC-FM Tulsa, Okla., to March 15, 1962; *WDUB (FM) Granville, Ohio, to Jan. 15, 1962.

KRNY Kearney, Neb.—Remote control permitted.

Actions of Nov. 15

KTFS Texarkana, Tex.—Granted cp to replace expired permit which authorized change of ant.-trans. location, establish remote control point, and make changes in ground system.

KHUM Santa Rosa, Calif.—Waived Sec. 3.30(a) of rules and granted mod. of cp to change type trans.; main studio location (approximately 3,800 ft. south of present corporate limits of Santa Rosa, Calif.); and install remote control at main studio location.

WRAA Luray, Va.—Granted mod. of cp to change type trans.; delete remote control; and change studio location (trans. location).

KGFW Kearney, Neb.—Granted mod. of cp to change type trans.

■ Following stations were granted extensions of completion dates as shown: KLOG Kelso, Wash., to Jan. 2, 1962; KVEL Vernal, Utah, to Jan. 8, 1962; KOCY Oklahoma City, Okla., to Jan. 2, 1962; WAMS Wilmington, Del., to Jan. 16, 1962; WIBB Macon, Ga., to Jan. 2, 1962; KTYM Inglewood, Calif., to March 15, 1962.

WGOO Georgetown, S.C.—Granted change of remote control authority.

WIZZ Streator, Ill.—Pursuant to Secs. 0.202(b) and 1.16 of commission's rules, rescinded Nov. 9 action which granted renewal of license.

Action of Nov. 14

KRAL Rawlins, Wyo.—Granted extension of authority to sign-off at 6:30 p.m., except for special events for period ending July 1, 1962.

Actions of Nov. 13

WDEW Westfield, Mass.—Remote control permitted.

WICO Salisbury, Md.—Granted change of remote control authority.

Action of Nov. 9

KELE(FM) Phoenix, Ariz.—Granted extension of authority ot Nov. 22 to remain silent.

Processing line

■ Notice is hereby given, pursuant to Sec. 1.354(c) of commission rules, that on Dec. 27, 1961, standard broadcast applications listed will be considered as ready and available for processing, and that pursuant to Sec. 1.106(b)(1) and Sec. 1.361(c) of commission rules, application, in order to be considered with any application appearing on following list or with any other application on file by close of business on Dec. 26, 1961, which involves conflict necessitating hearing with application on this list, must be substantially complete and tendered for filing at offices of commission in Washington, D. C. by whichever date is earlier: (a) close of business on Dec. 26, 1961, or (b) earlier effective cut-off date which listed application or any other conflicting application may have by virture of conflicts necessitating hearing with applications appearing on previous lists.

Attention of any party in interest desiring to file pleadings concerning any pending standard broadcast application pursuant to Sec. 309(d)(1) of Communications Act of 1934, as amended, is directed to Sec. 1.359(f) of commission rules for provisions governing time of filing and other requirements relating to such pleadings.

Applications from top of processing line:

BP-14479 KGHS International Falls, Minn.—International Falls Bcstg. Inc. Has: 1230kc, 100w, unl., Req: 1230kc, 250w, unl.

BP-14480 NEW, Donalson, Ga.—Seminole Bcstg. Co. Req: 1500kc, 1kw, D.

BP-14482 WMOU Berlin, N. H.—Berlin Bcstg. Co. Has: 1230kc, 250w, unl., Req: 1230kc, 250w, 1kw-LS, unl.

BP-14483 NEW, Calhoun, Ga.—Reliable Bcstg. Co. Req: 1500kc, 500w, D.

BP-14484 NEW, Apopka, Fla.—Adair Charities Inc. Req: 1520kc, 5kw, DA, D.

BP-14485 KFLJ Welsenburg, Colo.—Floyd Jeter. Has: 1380kc, 1kw, D, Req: 1380kc, 5kw, D.

BP-14489 NEW, Littleton, N. H.—Berlin Bcstg. Co. Req: 1400kc, 250w, unl.

BP-14492 NEW, Brownsville, Tenn.—Haywood County Bcstg. Co. Req: 1280kc, 5kw, DA, D.

BP-14494 WCTC New Brunswick, N. J.—Raritan Valley Bcstg. Inc. Has: 1450kc, 250w, unl., Req: 1450kc, 250w, 1kw-LS, unl.

BP-14495 KWOC Poplar Bluff, Mo.—Poplar Bluff Bcstg. Co. Has: 930kc, 500w, 1kw-LS, DA-N, unl., Req: 930kc, 500w, 5kw-LS, DA-N, unl.

BP-14496 KRNR Roseburg, Ore.—News-Review Co. Has: 1490kc, 250w, unl., Req: 1490kc, 250w, 1kw-LS, unl.

BP-14497 KSLO Opelousas, La.—KSLO Bcstg. Co. Has: 1230kc, 250w, unl., Req: 1230kc, 250w, 1kw-LS, unl.

BP-14498 NEW, Blythe, Calif.—Riverside Bcstg. Co. Req: 1380kc, 500w, D.

BP-14499 WCRL Oneonta, Ala.—Blount County Bcstg. Service Inc. Has: 1570kc, 250w, D., Req: 1570kc, 1kw, D.

BP-14500 KLTF Little Falls, Minn.—Little Falls Bcstg. Co. Has: 960kc, 500w, D, Req: 960kc, 5kw, D.

BP-14502 NEW, Crystal City, Tex.—Dr. Charles H. Haggard & Kenneth R. Rogers. Req: 1320kc, 500w, D.

BP-14506 WCMN Arecibo, P. R.—Caribbean Bcstg. Corp. Has: 1280kc, 1kw, unl., Req: 1280kc, 1kw, 5kw-LS, unl.

BP-14507 KNND Cottage Grove, Ore.—Radio Station KOMB. Has: 1400kc, 250w, SH, Req: 1400kc, 250w, 1kw-LS, SH.

BP-14510 WDBQ Dubuque, Iowa—WDBQ Bcstg. Co. Has: 1490kc, 250w, unl., Req: 1490kc, 250w, 1kw-LS, unl.

BP-14516 NEW, Grants, N. M.—Alfred Ray Fuchs. Req: 560kc, 500w, D.

BP-14519 NEW, Kemmerer, Wyo.—Lincoln Bcstg. Co. Req: 950kc, 1kw, D.

BP-14520 KVOE Emporia, Kan.—Bluestem Bcstg. Inc. Has: 1400kc, 250w, unl., Req: 1400kc, 250w, 1kw-LS, unl.

BP-14521 NEW, Doniphan, Mo.—Jack G. Hunt. Req: 1500kc, 1kw, D.

BP-14522 NEW, Lindstrom, Minn.—Chicago County Bcstg. Co. Req: 1380kc, 500w, D.

BP-14523 NEW, Coos Bay, Ore.—Ukiah Radio. Req: 1290kc, 5kw, D.

BP-14524 NEW, Sturgis, S. D.—Sturgis Radio Inc. Req: 1280kc, 1kw, D.

BP-14526 WAMV East St. Louis, Ill.—Stanlin Inc. Has: 1490kc, 250w, 500w-LS, unl., Req: 1490kc, 250w, 1kw-LS, unl.

BP-14527 NEW, Travelers Rest, S. C.—Piedmont Bcstg. Co. Req: 1580kc, 500w, D.

BP-14530 NEW, Edwardsville, Ill.—Leader Bcstg. Co. Req: 1350kc, 500w, DA, D.

BP-14531 WRDO Augusta, Me.—WRDO Inc. Has: 1400kc, 250w, unl., Req: 1400kc, 250w, 1kw-LS, unl.

BP-14533 WFKY Frankfort, Ky.—Frankfort Bcstg. Co. Has: 1490kc, 250w, unl., Req: 1490kc, 250w, 1kw-LS, unl.

BP-14541 KYRO Potosi, Mo.—Franklin County Bcstg. Inc. Has: 1280kc, 500w, D., Req: 1310kc, 500w, D.

BP-14548 KLPW Union, Mo.—Franklin County Bcstg. Inc. Has: 1220kc, 1kw, D., Req: 1280kc, 1kw, D.

BP-14549 WCNF Weldon, N. C.—Twin City Bcstg. Co. Has: 1400kc, 250w, unl., Req: 1400kc, 250w, 1kw-LS, unl.

BP-14554 WDOW Dowagiac, Mich.—Dowagiac Bcstg. Inc. Has: 1440kc, 500w D., Req: 1440kc, 1kw, D.

BMP-9275 WRSC State College, Penn.—Suburban Bcstg. Corp. Has: 1390kc, 500w, D., Req: 1390kc, 1kw, D.

BP-14556 NEW, Huntingdon, Tenn.—Huntingdon Bcstg. Co. Req: 1580kc, 250w, D.

BP-14561 WBRB Mount Clemens, Mich.—Wright & Maltz Inc. Has: 1430kc, 500w, DA, D., Req: 1430kc, 500w, DA-1, unl.

BP-14562 WSDR Sterling, Ill.—Blackhawk Bcstg. Co. Has: 1240kc, 100w, unl., Req: 1240kc, 100w, 500w-LS, unl.

BP-14563 NEW, Jacksonville, Ark.—Lad Bcstg. Co. Req: 1580kc, 500w, D.

BP-14564 NEW, Oak Ridge, Tenn.—Oak Ridge Bcstg. Co. Req: 1520kc, 1kw, D.

BP-14565 KOLE Port Arthur, Tex.—Radio Southwest Inc. Has: 1340kc, 250w, unl., Req: 1340kc, 250w, 1kw-LS, unl.

BP-14567 KOLO Reno, Nev.—Western Bcstg. Co. Has: 920kc, 1kw, DA-N, unl., Req: 920kc, 1kw, 5kw-LS, DA-N, unl.

BP-14568 NEW, Boca Raton, Fla.—Boca Bcstrs. Req: 740kc, 1kw, DA, N.

BP-14571 NEW, Prattville, Ala.—Prattville Bcstg. Co. Req: 1330kc, 1kw, DA, D.

BP-14575 KYND Tempe, Ariz.—KYND Radio Corp. Has: 1580kc, 10kw, D., Req: 1580kc, 50kw, 10kw(CR), D.

BP-14576 WAPF McComb, Miss.—Southwestern Bcstg. Co. of Mississippi. Has: 980kc, 1kw, D., Req: 980kc, 5kw, D.

BP-14577 WRKM Carthage, Tenn.—Carthage Bcstg. Inc. Has: 1350kc, 500w, D., Req: 1350kc, 1kw, D.

BP-14578 WOGA Chattanooga, Tenn.—Middle South Bcstg. Co. Has: 1450kc, 250w, unl., Req: 1450kc, 250w, 1kw-LS, unl.

BP-14579 NEW, Mount Airy, N. C.—Woma Typa Bcstg. Co. Req: 1240kc, 250w, unl.

Building for keeps . . .

America is a building nation. To help add new dimensions to our skyline, Anaconda works hand in hand with architects, engineers and fabricators of copper and copper alloys. The results are seen everywhere.

The majestic 38-story Seagram building at 375 Park Avenue in New York has curtain walls of extruded architectural bronze and Muntz Metal sheets. Those who enter the Basilica of St. Mary in Minneapolis pass through massive doors of bronze, accented with delicate porcelain enameling. In Denver, the new United States National Bank has a spiral stairway railing of red brass, doors of cast bronze, and entry walls, escalator and interior circular columns of handsome bronze mesh screening. These are but a few Anaconda applications. The list constantly grows.

The renaissance of bronze in the building arts is only part of the picture. Just as importantly, copper and brass are being used with increasing frequency to make private dwellings more comfortable, more efficient and more livable. For example, thousands of recently built homes utilize lighter, smoother, longer-lasting copper tubes, not only for water lines, but for waste, vent and drainage purposes. And, as always, solid brass and bronze hardware lends strength and beauty to homes everywhere—from the front door knobs to back door bolts.

You'll find Anaconda wherever men go about the business of living. In the home, the office, the school, hospital—everywhere you look, anywhere you go—brass and copper make things last longer, help make work lighter.

Through constant development of new copper sources, through research, through better products—in many ways, large and small—Anaconda continues to serve the nation's hundreds of industries and millions of individuals.

60187 A

ANACONDA®

OUR RESPECTS to Robert Margulies, vice president, Ted Bates & Co.

Broadcasting ties in and out with advertising

Robert Margulies, vice president in charge of commercial broadcast production, Ted Bates & Co., is almost a prototype of his agency's (and Viceroy's) "Thinking Man." And in keeping with the fireman-nuclear physicist blend of vocations the cigarette campaign specialized in, he, too, has another specific interest.

Mr. Margulies' prevailing attachment outside his regular occupation is the theatre. His sideline as a stage producer may not seem as far afield as the Viceroy combinations, but he demonstrates the same enthusiasm as those "men who think for themselves."

A willingness to think for himself has propelled Mr. Margulies upward from such temporary jobs as a New York ambulance driver, before the theatre pulled him like a magnet following World War II, to his present position as one of the foremost agency commercial producers in the business. And his strong attraction to the theatre has persisted through the ups and downs of vocational vicissitudes. Currently, he and his wife are co-producers of a revival of Brendan Behan's "The Hostage," which they plan to open in New York next month.

"I'm a dyed-in-the-wool theatre guy," he says, admitting frankly that he went into advertising to "make money." This is perhaps an oversimplification, because he realized that aside from the money aspect advertising offered an interesting outlet for his creative urge.

Advertising Satisfies ▪ "I found the advertising business very satisfying and very challenging. After all," he says, "more time and money are spent foot for foot on commercials than on a lot of tv shows." The winner of many tv commercial awards, Mr. Margulies says that at Bates, they try "desperately to sell products in the most appealing way possible." Advertising, in effect, has created a union between his own interests and those of his agency's broadcast-oriented clients.

Mr. Margulies was born and raised in South Dakota (Sioux Falls, Aug. 16, 1922). After high school he went to the U. of Oklahoma to study drama and fine arts. The war started shortly after his registration, however, and he broke off his studies to enlist in the Coast Guard. Rising to the rank of petty officer first class, he served on a troop transport and a British Corvette, and saw action in the North African landing.

All Around the Town ▪ Instead of going back to school after the war, Mr. Margulies headed for New York and took a series of odd jobs, one of them as an ambulance driver for St. Vincent's Hospital, while trying to get work in the theatre. In time, he established himself as a stage manager and was associated during 1946-48 with productions of "Billy Budd," "The Consul," Moss Hart's "Christopher Blake" and "Hilarities of 1948."

Before moving over to NBC-TV in 1949, Mr. Margulies was a publicist for J. Arthur Rank's motion picture productions of "Hamlet" and "Henry V" and United Artists' "Cyrano de Bergerac." These pictures were among the first to be sold on a two-a-day, hard ticket basis. It was his job to help sell this innovation to the public. He traveled throughout the country to talk about the pictures to schools and civic organizations.

Travel is an important facet of his agency position now, too. Many of his tv commercials are filmed on location, in Hawaii and South America, for example, for the Belair cigarette campaign. He and his wife, neé Norma Sverd, venture to far-away places for vacations. Their favorite was a six-month stay in Mexico. Planned for next year is a cruise on a rented yacht through the Aegean islands.

But the Aegean isles were a long way away in 1949—a year unforgettable for its pace. Mr. Margulies started the year as a producer, director and writer on eight NBC-TV programs, eventually turning two of them over to his wife to handle. She had been a stage actress, Norma Frances (dropping her last name, Sverd), until their marriage in Montreal Dec. 2, 1947. Her employment also relieved a financial strain since Mr. Margulies' NBC salary was $50 a week. He left the network to produce industrial films, before moving to Screen Gems.

Robert Margulies
"The man who thinks for himself"

Tough Climb ▪ In the early 1950's, Mr. Margulies was for a short time a producer and director on some of the first tv programs produced by Screen Gems. "I was an inveterate reader of the *New York Times* classified section, and through that I got my first agency job at Ruthrauff & Ryan." He was released after three months.

Ruthrauff & Ryan led to Young & Rubicam, where Mr. Margulies was a tv producer. During his three years of activity with Y&R, he produced commercials for such clients as Piel's Beer, Jell-O Div. of General Foods, and General Electric.

In 1955, he interrupted an advertising career to spend one year as a freelance tv director, but started at Bates the following year.

Mr. Margulies was appointed to his present vice-presidential position last March, after working in the agency in various capacities for five years. He joined Bates as a commercial film producer, and became production commercial supervisor on the Brown & Williamson Tobacco account (six brands).

Keep It Real ▪ An overriding factor that guides his commercial production work is a constant striving for reality. To achieve this, he sticks as closely as possible to real-life situations, avoiding a tendency in commercials for "all the actors and all the kitchens to look alike."

Of the several hundred film commercials produced under his supervision each year, Mr. Margulies ranks the "Thinking Man" series among the most successful and provocative in terms of consumer response. Asked during a recent interview what he thought of the results, he paused to light his pipe and spoke of the commercials' having instilled a "fast awareness for a new campaign that radically helped the sales trend for the better."

After living in an apartment in New York's Peter Cooper Village for 12 years, the Margulies family moved recently to a new home in Harrison, N. Y., where daughters Deborah, 5, and Diane, 3, can enjoy the benefits of suburbia.

With one foot in the stage door, and the other in advertising's front office, Mr. Margulies will probably continue to enjoy the best parts of both his vocations.

EDITORIALS

Am station birth control

IT MAY come as a surprise to learn that we are in agreement with the FCC in at least one area. We're pleased to see it tackle the problem of unrestrained and virtually automatic licensing of new am radio stations. It is gratifying to see the FCC approach the problem with caution lest it do violence to the precept of free competition.

For a long time it has been evident that there is over-population of am stations. There are 3,700 of them, as against less than 1,800 daily newspapers. Many newspapers are local monopolies. Moreover, the trend in publishing is inexorably in the direction of competitive newspapers using the same printing plants, which can't happen in radio.

Radio's troubles started in 1946 when the FCC jettisoned its own engineering standards, opening the way for hundreds of new assignments—most of them daytime only. While it increased the numbers, it actually reduced the service and encouraged cut-throat competition.

The FCC realizes it cannot arbitrarily shut off new am authorizations on grounds of economic injury to existing stations. That would be in defiance of the law and its own regulations. They now recognize that a serious problem exists and that it was of their own making (or, more precisely, that of a predecessor commission).

The FCC has instructed a staff task force to explore this vexing problem. Action came after Comr. Fred W. Ford had urged a full-scale study. Mr. Ford does not profess to know the answer. But he knows a solution must be found if radio is to improve service and earn a reasonable return on investment.

The only plausible approach seems to be through a new allocations policy and re-establishment of more rigid engineering standards. This can't be accomplished quickly. Existing stations cannot be deleted by government fiat. They would have to be given "grandfather" protection.

Since the engineering approach is the only one in which the FCC has unquestioned authority it necessarily will be given greatest weight in the staff study. The new standards would preclude new authorizations that would curtail any existing service.

The hope then would be that service could be improved through consolidations and mergers. Suppose two or more stations in an overcrowded area found it expedient to consolidate? This would reduce competition. There would be no danger of the abandoned assignments being picked up because new applicants would not be able to comply with the more rigid engineering standards. Or a licensee might buy out a competitor and the seller turn in his license.

These and other suggestions have been discussed by the FCC. They do not constitute instructions to the study group—simply areas of exploration.

Many panaceas have been suggested for radio's over-population problem. There have been proposals that the FCC should quit licensing new stations on grounds of economic injury. This would be the death warrant for radio's claim for freedom. Broadcasters can't have it both ways—freedom from undue government regulation (except for technical controls) and freedom from competition.

He's tooting your horn

THE Television Bureau of Advertising's annual convention in Detroit—it was the first major broadcasting meeting in the motor city in 20 years—was given some pertinent advice by a shrewd broadcasting veteran, William B. Lewis, board chairman of Kenyon and Eckhardt.

Pointing to the "enormous strides television has taken in a very short span of years," Mr. Lewis asked what tv and agencies have done to fight back against the "incessant attack on a bewildering number of fronts" it has suffered in recent months.

"Is this the best we can do?" he asked the record 227 delegates attending the convention. "Is our case so black that it is futile to defend it? Have we no leaders wise enough or bold enough to regroup our considerable forces and mount a strong counter-offensive?"

Television has not done a bad job, the K&E executive said. "It has done an almost miraculous job with the time and resources at its command. And I believe it is time for tv leaders to start saying so, to talk back loudly, clearly and with conviction to its many and vociferous critics."

Mr. Lewis is well qualified to counsel telecasters on their course. An agency man from the time he left school, he graduated to CBS, where he was program vice president, then was drafted by President Roosevelt to head the domestic radio bureau of the Office of War Information. He rejoined CBS in 1943 and went to K&E in 1944. His agency has introduced many tv innovations for Ford, Lincoln-Mercury and Brylcreem.

The automotive industry needs television to move its product and the warm welcome telecasters received from advertisers and agencies indicates their awareness of this need. Some 500 guests applauded TvB's half-hour sales promotion film, "The Salesmachine." A select group of top auto executives lunched privately with TvB officers before the convention and openly praised tv's attainments.

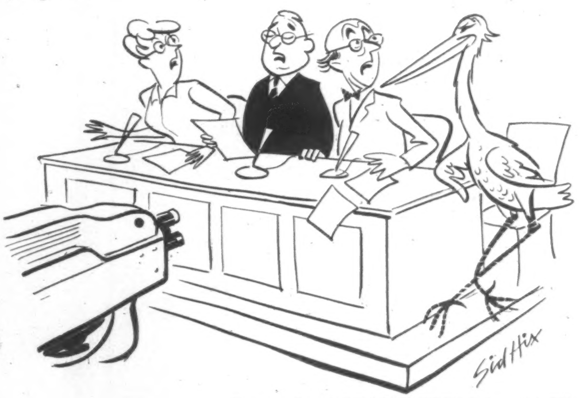
The Detroit meeting succeeded in creating a climate in which one of television's biggest customers took on part of the burden of defending the medium against its critics. It was a decided step forward for tv and may very well result in boosted billings from auto makers.

But whether or not more tv time is sold, telecasters should heed the advice of Mr. Lewis. He has said for them what they have not had the stomach to say for themselves out loud.

Collins: still an enigma

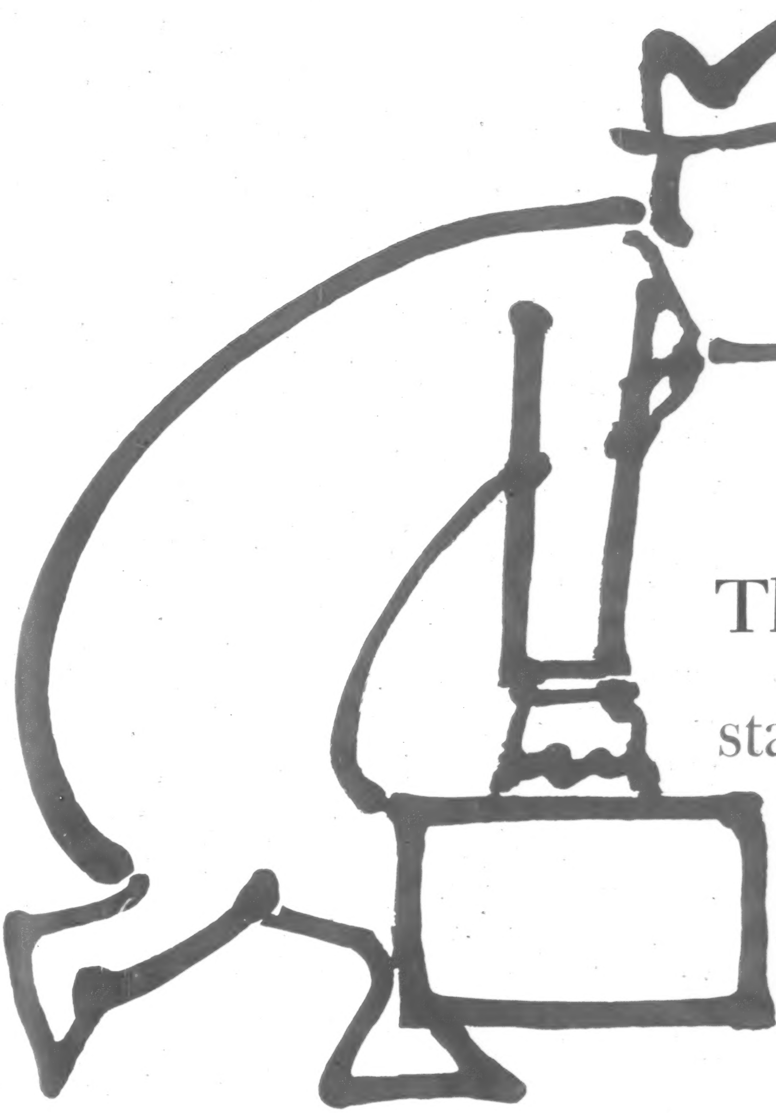
LAST week the NAB wound up its fall conference series of seven one-day meetings. The meetings were popular. NAB's new president, LeRoy Collins, was impressive. He's good-looking, articulate and personable.

Did he sell his philosophies to his membership? Those with whom we've talked are still from Missouri. They want to be shown. No vote of confidence yet. But he's making progress.



Drawn for BROADCASTING by Sid Hix

"Tonight, our panel of experts will discuss the population explosion."



This status symbol you have to lug around

This one you can see anywhere

KPRC-TV HOUSTON

Carrying an attaché case won't make you a vice-president overnight. Putting advertising on KPRC-TV in Houston, Texas, won't do it either. But it will help you make sure your customers see your commercials in a clean, crackly environment with an inviting, colorful presentation. Use KPRC-TV in Houston. Commercials on KPRC-TV have a better chance of getting read, heard, seen, remembered and acted upon. Besides, they look good. And they cost less than you think.

See your Edward Petry & Co. man. Use KPRC-TV, Channel 2 in Houston for your next Houston sales campaign. KPRC-TV, NBC in Houston, Texas.

Courtesy of Hammermill Paper Company

NOW IN PRODUCTION ...

A NEW CATEGORY OF PROGRAMMING TO MEET TODAY'S INDUSTRY TRENDS!

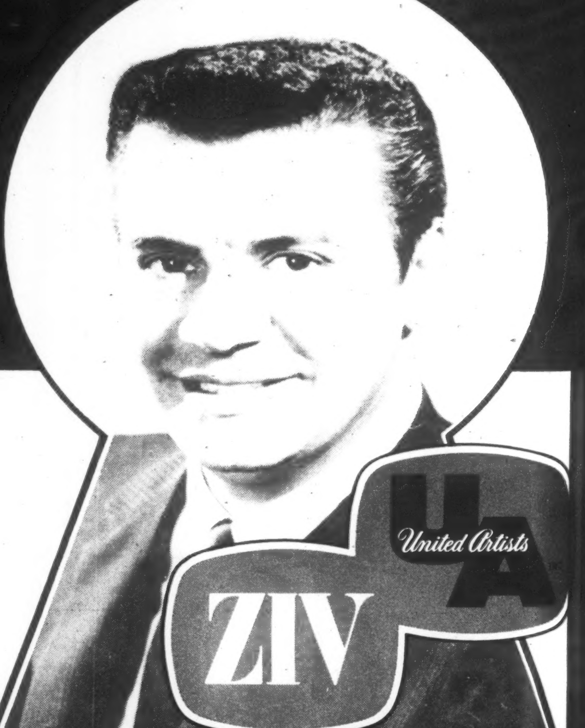
"KEYHOLE"

TV'S FIRST

"DOCUMATIC"

DRAMATIZES THE DOCUMENTARY!

DOCUMENTS THE DRAMATIC!



BY AND WITH

JACK DOUGLAS

A CANDID PHOTOGRAPHIC VIEW OF **REAL** PEOPLE IN **TRUE** SITUATIONS AND **AUTHENTIC** LOCALES!